

Canadian Home Economics Journal

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April 1978 Volume 28 No.2

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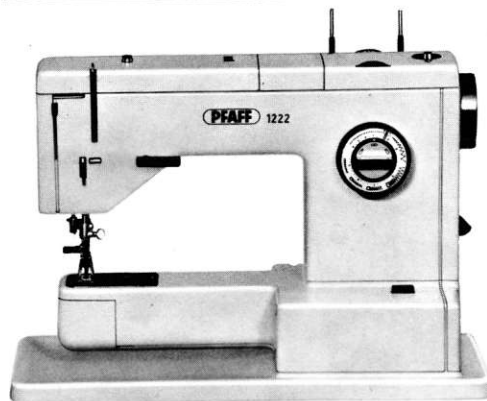
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President's Message

Although this message gets to you in April it is being written while Edmonton is still in the thralls of winter. We, the Executive, are looking forward to Spring and almost willing July to get here so that we can enjoy the Conference with all of you. It should be a good one. And we know that most of you will not be able to resist the chance to take in The Calgary Stampede, Edmonton Klondike Days, The Commonwealth Games and the Rocky Mountains! All that can be crowded into one month's holiday so make a point of planning family holidays early!

Now down to some serious business. As you are all aware our Association has been trying for years to find either a structure or a process which will allow us to gain, on the one hand maximum participation of all our members, and on the other hand, maximum visibility as a professional group with concerns on social matters. For the past two years a Structures Committee has been trying to find a reasonable solution. They desperately need your input. It's not enough to come to the annual meeting and resist. Constructive input now will mean a worthwhile and productive Annual meeting.

It is important to keep in mind that major changes in structure mean changes in the Constitution and that means an additional year and another Annual meeting before the change can be effected. I think it is important that we decide soon what changes we want, effect them, and get on with the business of professional development and professional responsibility. Won't you join me in encouraging the Structures Committee with some feedback?



Your president.

Doris R. Badir

Doris R. Badir
President C.H.E.A.



The Provincial Directors

Each provincial director is appointed for a two-year term of office and is eligible to serve two terms. We are pleased to introduce to you eight of the ten provincial directors. Those missing are: Bonnie Lacroix, Ontario; and Rosemary Faulkner, Prince Edward Island.

Jane Thompson, British Columbia Director, is a professional free lance Home Economist and HEIB and past president B.C.H.E.A. Currently Jane is B.C. Director, C.H.E.A. and member of B.C. Nutrition Council. She is a member of the Governing Board of the North Shore United Way. Jane is active at the administrative level in Girl Guides of Canada: "Lions" Area Commissioner and a member of the Executive Committee of the British Columbia Provincial Council.



Margaret Wallace, the Quebec Director is active in home economics on all three levels. A native of Scotland, Margaret taught home economics there before coming to Canada and acquiring an MEd. at McGill. She was one of the Canadian delegates to the IFHE Congress in Ottawa in 1976 and chairs a liaison committee to provide better communication between CHEA affiliates in Quebec.

The Newfoundland Director, Sister Margaret McCarthy, holds a M.Sc. from Simmons, Boston, Mass., and is the Home Economics Specialist with the Roman Catholic School Board, Ferryland, Newfoundland. At present, as well as doing some teaching, her work consists of setting up home economics departments in the high schools within the system.



The Manitoba Director, Marlene McDonald, is Home Service Director of the Greater Winnipeg Gas Company. She is a dedicated member of MHEA having served for the past seven years on the executive including a term as president.

Marilyn Kaiser, Alberta Director, is also Co-chairman of the 1978 CHEA Conference to be held in Calgary in July. As Customer Relations Manager for the City of Calgary Electric System, Marilyn handles public and media relations, advertising and customer information.



Executively involved in several home economic organizations as well as the Windsor Day Care Board of Directors, Isabel Palmeter is the Nova Scotia director. Mother of three practically grown-up children, she is teaching at Windsor Regional Junior-Senior High School.

Eleanor Knox, director for New Brunswick, is a part-time teacher in a Junior High School and Co-ordinator of Home Economics in the City of Fredericton. She is past-president of the NBHEA and of the Home Economics Subject Council of the N.B. Teachers Association.



Linda Gracey, Saskatchewan Director, is a 1974 University of Saskatchewan graduate. She is known as the "Chicken Lady" of Saskatchewan as she is employed by the Saskatchewan Chicken Marketing Board.

Economic Change . . . Chance or Choice?

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Focus on The Adult



Blessed is he who has found
his work;
Let him ask no other
blessedness.

(Thomas Carlyle: Past and Present iii.xi)

IN TODAY'S society, the adult is confronted with an array of opportunities, complexities and issues that encompass the years of greatest responsibility in life. The following articles present a few of the issues.

Helping Families in Time of Economic Change

Nancy (Morris) Cook, B.H.Sc. (Home Management), M.Sc.A. (Consumer Economics), Director, Home Economics Branch, N.B. Department of Agriculture and Rural Development.

The theme of our impending 1978 C. H. E. A. Convention is "Economic Change . . . Chance or Choice?". Changes in the Canadian economy have and will continue to affect the well-being of families from coast to coast. Many of these families lack the ability, knowledge and skill required to cope successfully with economic changes related to rising energy costs, to national and international economic and political decisions, to the lifting of wage and price controls, to increasing taxes, and to the declining value of the Canadian dollar. These changes affect, not only the family's purchasing power, but also, the proportion of income that must be spent for basic necessities, and indeed the very quality of life to which we may all aspire. People need much more help in understanding the probability and the consequence of these changes, and in assessing the economic alternatives. In his 1977 report, J. Harvey Perry, president of the Canadian Foundation for Economic Education, remarked that the increasing dominance of economic issues in our society makes it more urgent than ever that their fundamentals be understood. For citizens of the future, this will be an inescapable requirement of rational living. For societies of the future, it may be the essential condition for avoiding economic chaos.

Home economists, with a great empathy for people and with specialized training in family economics and home management, are uniquely qualified to help families understand and respond to economic change. Glancing backwards, one can recall the conspicuous consumption of the 60's and the conservation of the 70's. Will "conspicuous conservation" be the lifestyle of the 80's? Present day patterns have been built around the concept of abundant and inexpensive resources. The fact is that resources are finite and will become increasingly more expensive. In our search for an ever higher standard of living, we have unwittingly overused our limited supply of environmental resources. By and large, we have been unaware of the demands of our lifestyle on these essential resources. We have become accustomed to a way of life that involves high rates of resource use, high waste, and constantly inflating expectations. We have been

mindful of neither the realities of the laws of nature nor of the ways of people. We have forgotten the basic message of economics: that we simply cannot have everything all of the time.

We are suffering from depletion of natural resources, overconsumption, excess indebtedness, and a romantic reliance on science and technology to solve all of our socio-economic problems. The time has come when families must cease clinging to past values and lifestyles and learn to "do more with less". Because we have a responsibility for the future, we must consume with responsibility. Values like thrift, saving, avoidance of waste, efficiency and appreciation of quality must become important again.

A logical way to begin this value and lifestyle transformation is to approach family living ecologically. The systems approach to the family is a dynamic means which provides the framework for looking at the family in relation to the social, economic, political and ecological systems surrounding it. In no area is the interdependence of the family and its environment more crucial than when a family is planning for or dealing with change. Families can no longer be guided by tradition; they must be educated to solve problems for themselves. They must look for principles rather than answers, ask their own questions, be sensitive and perceptive to the world around them. An awareness of the processes of management and their interaction with goals and resources is the best preparation for consumer survival.

What can one do to help convey to Canadian families a sense of living responsibility in a responsible society? How can one help families examine the consequences of their expectations and find alternative ways of achieving a satisfying lifestyle? How can one communicate spending restraint? What about the responsible use of consumer credit and more conscientious use of non-renewable resources? How can one instill, as the Vanier Institute of the Family proposed, a shift in emphasis from "increasing consumption of material goods and services" to the "satisfaction of personal, familial and community needs"?

The workbook entitled "*Conversations About Economic Change*" is part of a program developed by the C.H.E.A. in conjunction with the Anti-Inflation Board to help Canadians learn how they can fight inflation on an individual basis. Together with a series of tapes on such topics as Credit, and the Consumer Price Index, this program was introduced last October and is now in use across the country. Is it in use in your community?

As we enter the period of "decontrol", inflationary forces are still deeply embedded in the Canadian economy. We have made some progress in bringing down the rate of inflation; wage increases have slowed down and increases in non-food prices have been steadily reduced since the start of the controls program in October, 1975. We have a long way yet to go. There is no simple cause of the problem. Likewise, there is no simple solution. Bringing inflation under control will be a long and painful process and will require some very major changes in attitudes and expectations.

What are some of the implications for lifestyles? Lifestyle is determined largely by what families buy, and what they buy is determined by their preferences, the influence of advertising and the media, discretionary income and the prices of the goods and services they consume. As the cost of necessities such as food, energy and shelter rise, more than one wage earner in the family is deemed necessary. When both spouses work, the family requires more — and frequently, more expensive — goods and services. Persistent inflation results in falling discretionary income, which, in turn, forces a more conservative lifestyle on many families. Some purchases previously viewed as necessities will be seen as luxuries. Security in all its forms will be important: security in job tenure, retirement income, health care, and unemployment compensation. The rise of feminist values, along with the desire to bolster discretionary household income, will continue to force more women into the labour force.

The drive for conservation will mean a decreased mobility and a renewed emphasis on mass transit. A whole range of new products and services will be keyed to conservation. New technologies will abound and from these will emerge a dazzling array of lifestyle options.

Improvements in medical technology will have a profound effect on lifestyle: increasing life expectancy will affect patterns of retirement; the link between nutrition and health will get increased attention. Leisure time will likely increase and its use may undergo some radical changes.

The government of Canada remains committed to a society in which all Canadians can develop their potential to the fullest degree possible, a society in which justice, compassion, tolerance and understanding lead to a strong and united country, a society based on individual initiatives and marked by personal freedom. The preservation and enhancement of our individual freedoms and opportunities depend critically on our joint efforts to promote better economic understanding and improved decision-making skills in every Canadian family.

1978 marks the introduction of a more thoughtful and co-operative approach to resolving Canada's economic problems. The Government is inviting responsible discussion, dialogue and consultation with all segments of society. This concept of a new sharing of social and economic responsibility is fundamental to the search for appropriate government policies.

If consumers are going to rise to the challenge of economic changes ahead, they must be fully alert to their responsibilities. The skills of the trained home economist are basically directed toward helping people: helping them with the practical issues of daily living in their homes and communities. Whatever your own particular speciality within the discipline, the public looks to the home economist as an expert in "economy in the home". The Anti-Inflation Board has advocated "sharing responsibility" for a healthy and stable economy. This concept of a new sharing of social and economic responsibility is fundamental to the search for new directions that will assure balanced growth without inflation. Governments at all levels, business, labor, and individuals, including home economists, all have important roles to play in helping Canada "Kick the Inflation Habit", and to obtain a more liveable balance in all aspects of family life. The home economist's role is a challenging one . . . Think about it! . . .

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Nutrition and Heart Disease — Guidelines for Health

By J. E. Rae, M.Sc.¹ and T. K. Murray, Ph.D.²

There is general agreement that cardiovascular disease is the most serious health problem facing Canadians today. Fifty percent of all deaths in this country are related to heart disease. Even though mortality rate increases with age, this disease is not confined to old age but also affects significant numbers of Canadians in middle years. A major cause of death in middle-aged males, it is a dominant factor in female deaths 10 years later than males. About one third of all deaths among people under age 65 are attributed to atherosclerosis, an underlying cause of heart attacks and strokes.

The social and economic costs due to this disease are staggering. Cardiovascular disease is estimated to cost Canada around 2 billion dollars per year, and is responsible for 20 per cent of acute general hospital days. Other costs which result from this disease are premature deaths, families without mother or father, and prolonged illnesses. To alter this situation, many professions must lend support through combined efforts; thus, input of home economists is vital.

In the past, most of the attention on heart disease has focused on treatment. Recently, interest has been shown in preventive measures for the general population. We can do little about such risk factors as age, sex and heredity. However, other risk factors suggest that this disease results largely from lifestyles and thus, is amenable to preventive action. Those factors usually associated directly with cardiovascular disease are elevated blood lipids, high blood pressure, smoking and diabetes while those factors less closely

related are obesity, lack of physical fitness and immoderate alcohol consumption.

The evidence concerning the relationship between diet and cardiovascular disease has been studied by a special Committee established by the Department of National Health and Welfare. This committee included Dr. F. J. Mustard, Hamilton, chairman; Ms. K. Christie, Toronto; Dr. J. Davignon, Quebec; Dr. L. Horlick, Saskatoon; Dr. A. Little, Toronto and Dr. M. Spence, Halifax. A 220 page Report presented to the Minister for study in December, 1976, stated that scientific evidence has demonstrated an association between diet, elevated blood lipids (fats) and heart disease. The Committee also concluded that there was adequate basis for recommending some changes in the dietary habits and lifestyles of Canadians.

A review of this Report and its recommendations* by Departments of Health and Welfare, Agriculture, Consumer and Corporate Affairs, and Environment (Fisheries) resulted in some of the recommendations being amended for eventual incorporation into community programs. The Minister of National Health and Welfare announced the adoption of the amended recommendations in June, 1977. He also announced that programs aimed at a reduction in cardiovascular disease had been given priority by the Conference of federal and provincial Ministers of Health.

1. Nutrition and Advisory Services, Bureau of Nutritional Sciences.
2. Director, Bureau of Nutritional Sciences, Food Directorate, Health Protection Branch, Health Protection Branch, Health and Welfare, Ottawa.

* The recommendations of the committee follow this article.

DIETARY RECOMMENDATIONS

The dietary recommendations endorsed by the government are as follows:

- consume a nutritionally adequate diet, as outlined in Canada's Food Guide.
- reduce calories from fat to 35% of total calories. Include a source of polyunsaturated fatty acid (linoleic acid) in the diet.
- consume a diet which emphasizes whole grain products and fruits and vegetables, and minimizes alcohol, salt and refined sugars.
- prevent and control obesity by reducing excess consumption of calories and increasing physical activity. Precautions should be taken that no deficiency of vitamins and minerals occurs when total calories are reduced.

It is stressed that these recommendations do not replace therapeutic diets prescribed by a physician for treatment of a particular disease or condition. Children under two years of age are also excluded.

These recommendations are geared to preventive measures and programs for the general population. They are designed to help in educating the public to select an appropriate diet and thereby, to take some personal responsibility for health.

TRENDS IN FOOD CONSUMPTION

The recommendations are timely when looking at trends in food consumption which have been evolving over the past 30 years or so. These data are based on food disappearance figures which have limited value in discussing nutritional health of a specific group, but do give some information on trends and apparent intakes of populations over periods of time. (Table 1)

Fluctuations in energy intake over the last 30 years have been minor, with total calories per capita remaining around 3,000-3,100. This is interesting when one considers that the percentage of people in the total labour force who are engaged in strenuous labour has decreased and those in sedentary occupations have increased. However, the changes in the **composition** of the diet are important.

The total amount of protein and also the percentage of total calories from protein has changed little over the years but there is a difference in the **type** of protein eaten. The change is characterized by an increased consumption of meat and decrease in protein from cereals. Fish consumption has remained relatively steady at a fairly low level.

The percentage of calories from total carbohydrate (all sources including cereals, fruits, vegetables, sugars) has decreased 6% from

1940. However, food consumption data indicates that the contribution of sugar to carbohydrate calories has been increasing since 1935, with a decrease in carbohydrate from the other sources.

The fat content of the Canadian diet has increased in actual amount, from 118 grams in 1940 to 144 grams in 1973. As well, fat as a percentage of total calories has increased from 35% to 41% in the same 30 years. The legislation in 1949 allowing the sale of margarine and the development of the rapeseed industry were influencing factors in the trend towards increasing intake of vegetable fats and oils.

There were changes also, in the kinds of individual vegetable oils eaten. Oils rich in the polyunsaturated fatty acid, linoleic acid, from such sources as sunflower seed and cottonseed oil, were replaced to some extent, by oils high in saturated fatty acids, e.g. coconut, palm and rapeseed oil. Consumption of soya bean oil, another polyunsaturated fatty acid, remained constant.

The general pattern of food consumption observed in the national Nutrition Canada survey is consistent with that indicated by the food disappearance figures.

RECOMMENDED DIETARY CHANGES

Fat — The recommendation in relation to fat is concerned with total amount and type of fat. The Canadian diet is a high energy (calorie) one because of its high fat content, currently 40% of total calories. It is recommended that fat intake be reduced to 35% of the total caloric intake. The kind of fats presently consumed are high in saturated fatty acids. Diets of this type are associated with high levels of cholesterol and other fatty substances in the blood, which in turn, are associated with an increased risk of heart attack. Saturated fatty acids are predominant in animal fats, hydrogenated vegetable oils, and coconut oils. It is recommended that some of the saturated fatty acids in the diet be replaced with polyunsaturated fatty acids (linoleic acid) which tend to lower blood cholesterol. Linoleic acid is an essential polyunsaturated fatty acid for humans. In recommending a deliberate decrease in fat intake, linoleic acid must be included in the diet.

The consumption of high calorie foods is also conducive to obesity, leading to a greater chance of high blood pressure or diabetes. It is known that middle aged men who are significantly overweight, have about three times the risk of fatal heart attack as those of normal weight. It is recommended that at least 50% of the total caloric intake come from carbohydrates, by

reducing the intake of sugars and replacing with fruits, vegetables and whole grain products.

Cholesterol has been a subject of controversy for some time. Increasing evidence indicates that, for the general population, dietary cholesterol does not decisively influence serum cholesterol. Severe restrictions of foods high in cholesterol (e.g. eggs) need only be applied to those persons disposed toward hypercholesterolemia (high blood cholesterol).

Salt is related to hypertension, a risk factor in cardiovascular disease. It would appear that the present consumption of salt in our society is high and beneficial effects would result from modest restriction.

Although the committee did not find decisive, the evidence for linking cardiovascular disease with sugar intake, health authorities agree that their recommendation for a decreased intake for the general population is justified.

Alcoholic beverages (beer, wine, spirits) are high in calories from the alcohol, and in some cases, sugar, and often displace more nutritionally valuable foods.

Regular physical activity is important to overall good health and is an important adjunct to diet in weight control. While tending to produce a negative energy balance, it permits a somewhat greater energy (calorie) intake making it easier for an individual to eat an adequate diet containing the essential nutrients.

There is no conclusive evidence that deficiencies of any vitamin contribute to the development of atherosclerosis in man.

Before making definite recommendations, further study and clarification is required concerning the association of some other constituents with heart disease, e.g. drinking water, coffee and tea, and fibre.

GUIDELINES FOR FOLLOWING THE RECOMMENDATIONS

The message is simple and conservative. Canadians are advised to follow Canada's Food Guide and to avoid overweight through appropriate food selection and increased physical activity. They are advised also to practice moderation in the use of fat, salt, sugar, and alcohol in the diet, and to increase the intake of vegetables, fruits, wholegrain products, and to include a source of polyunsaturated fatty acids (linoleic acid).

Controlling amount and type of fat:

- . choose lean cuts of meat, trim visible fat, discard fat which cooks out of meat and avoid gravy.
- . use fish or poultry at least four times a week for either of the two main meals.
- . avoid foods which are deep-fried.

. use cooking methods which help to remove fat such as baking, broiling, boiling.

. avoid excessive use of high fat dairy products such as cream, cream cheese, ice cream and use those with lower fat such as skim or 2% milk, cottage cheese, and yoghurt.

. limit intake of cooking fats and oils, table fats, and powdered coffee creamers; in any product replacement, choose those with a high content of polyunsaturated fats (linoleic acid).

Sources of linoleic acid include salad oils from corn, safflower, sunflower, soy and those margarines containing these oils. In margarines, only those bearing a declaration on the label of their polyunsaturated and saturated fatty acid content are reliable sources of linoleic acid.

Controlling calories:

By reducing the fat intake, fat calories are eased from the diet, to be replaced with a variety of carbohydrate foods, particularly vegetables, fruits and wholegrain products. It is suggested that intake of the following be limited:

- . high calorie, high fat desserts such as pies, cookies, cakes and ice cream.
- . high caloric snack foods such as potato chips, other deep-fried snacks, chocolate and other candies, and soft drinks. All forms of alcohol (spirits, wine and beer are high in calories). Do not use daily.

Controlling salt:

The recommendation for reducing the intake of salty foods, and moderate use of salt in cooking and at the table is a reasonable measure for most persons.

It is noted that growing persons, pregnant women, nursing mothers, elderly, and infirm should be particularly careful in their selection of foods to include essential nutrients. In growing children, calorie intake should be sufficient to ensure adequate growth. Again, these recommendations do not apply to children under 2 years of age, or to patients on therapeutic diets.

ACCEPTANCE OF RECOMMENDATIONS

Other countries have developed similar recommendations in relation to diet and heart disease. However, few have gone beyond that stage, apparently because of lack of full professional support. The strategy used in gaining acceptance of these recommendations across Canada is that of obtaining fairly wide-spread professional backing before taking the message to the public. As a first priority, support of provincial departments of health was sought and obtained. While Quebec has announced adoption of its own dietary goals, these are not in conflict with those of the federal government.

Following visits to provinces, national offices of professional associations and organizations concerned with health care, nutrition research and education, food production and research, were contacted. These groups have indicated considerable interest and support. Similar contacts are being made at the local level by provincial departments of health. Early in the planning stages, the support of the Canadian Heart Foundation was received and a decision made to coordinate efforts in public awareness activities.

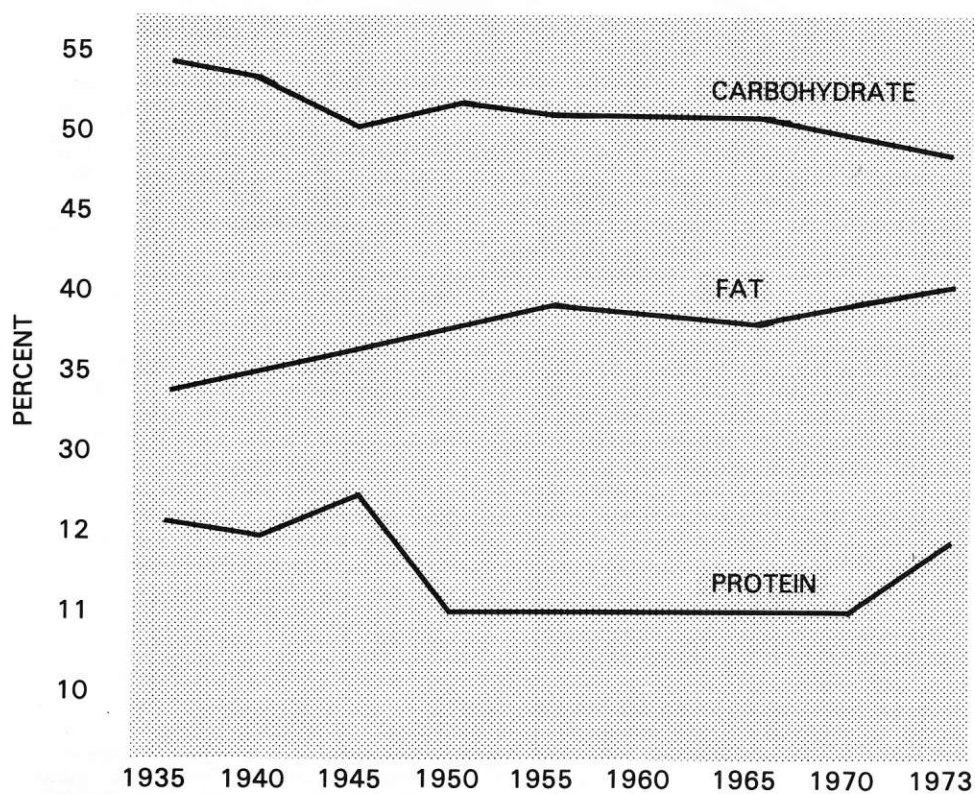
A CHALLENGE FOR EVERYONE

Although the initiative for reviewing diet and heart disease came from the federal government, the full support of home economists in business, universities, institutions, governments, teachers, community workers and homemakers is essential in bringing about the required changes. These recommendations need to be incorporated into

existing programs and educational materials. An even greater challenge is that of putting the recommendations in action in our personal practices. The recommendations in relation to diet and heart disease are sound, applicable to the general population, in line with Canada's Food Guide and with current nutrition education. In applying the message, moderation rather than martyrdom should be stressed. The recommendations *do not* advocate a fatless, sugarless or saltless society, nor do we want promotion of another fad diet.

Any substantial changes in food habits of Canadians will be gradual, with the results being seen over the long term. Simply stated, the ultimate aim is for Canadians to take responsibility for our own health by improving our own lifestyles. The effecting of the recommended changes in behaviour related to diet and other risk factors will require sustained interest and effort.

TABLE 1
PERCENTAGE OF CALORIES DERIVED FROM PROTEIN, FAT AND CARBOHYDRATE, CANADA, 1935-1973



Prepared by the Department of National Health and Welfare
(based on data from Statistics Canada).

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F8

Recommendations For Prevention Programs in Relation To Nutrition and Cardiovascular Disease

Source: Recommendations of the Committee on Diet and Cardiovascular Disease, as amended and adopted by Department of National Health and Welfare, June, 1977.

*Bureau of Nutritional Sciences,
Health Protection Branch, Department of National Health and Welfare*

The evidence concerning the relationship between diet and cardiovascular disease has been reviewed by a special expert Committee established in 1973. The Report of this Committee was presented to the Minister of National Health and Welfare for study. As a result, the background documentation was accepted but several of the recommendations were amended for feasibility in implementation.

Canadians enjoy one of the highest standards of living in the world and life expectancy from birth of 69.3 years for men and 76 for women, which is similar to that of other Western nations and higher than that of less industrialized nations. However, in Canada, 50% of all deaths are related to atherosclerosis. This condition occurs not only in old age, but also affects significant numbers of Canadians in middle age. About one-third of all deaths among people under age 65 are attributed to atherosclerosis. The risk factors usually associated with cardiovascular disease (elevated blood lipids, high blood pressure, smoking and diabetes) and those factors less closely associated (obesity, lack of physical fitness and immoderate alcohol consumption) suggest that cardiovascular disease is amenable to preventive action.

The dietary recommendations amended and adopted by the Department of National

Health and Welfare, were designed to help in educating the public to select an appropriate diet, and thereby to take some responsibility for promoting personal health.

Canadians are advised to follow Canada's Food Guide and to avoid foods which provide calories without essential vitamins and minerals. They are advised also to practice moderation in the use of foods and beverages which tend to elevate blood fats. Evidence is mounting that dietary cholesterol may not be important to the great majority of people and that severe restrictions of cholesterol need only be applied to those genetically disposed toward hypercholesterolemia. Thus, a diet restricted in cholesterol would not be necessary for the general population. A recommendation to emphasize linoleic acid was adopted because linoleic acid is the polyunsaturated fatty acid which is involved in the control of serum cholesterol levels. Sources of dietary linoleic acid include salad and cooking oils made from safflower, sunflower, corn, cottonseed, soybean and peanut.

These recommendations should not be considered as a replacement for specific or therapeutic diets prescribed by a physician for treatment of a particular disease or condition. Rather, the recommendations are geared to preventive measures and programs for whole communities and populations.

RECOMMENDATIONS IN RELATION TO NUTRITION AND CARDIOVASCULAR DISEASE

I. Summary of Dietary Recommendations

- a) The consumption of a nutritionally adequate diet, as outlined in Canada's Food guide.
- b) A reduction in calories from fat to 35% of total calories. Include a source of polyunsaturated fatty acid (linoleic acid) in the diet.
- c) The consumption of a diet which emphasizes whole grain products and fruits and vegetables and minimizes alcohol, salt and refined sugars.
- d) The prevention and control of obesity through reducing excess consumption of calories and increasing physical activity. Precautions should be taken that no deficiency of vitamins and minerals occurs when total calories are reduced.

II. Summary of Recommendations for Action by Government and the Food Industry

- a) Active and continuous promotion of the recommendations for dietary changes.
- b) The development and production of food products consistent with the above dietary recommendations and clearly labelled for adequate consumer information.
- c) Encouragement and support for (i) research on the relationship of nutrition, environment, and life-style factors to cardiovascular disease, (ii) research directed at the most effective methods for dispersing essential knowledge to all citizens, (iii) increased research on, and production of, primary agriculture products for development of food items consistent with dietary recommendations.

Source:

Recommendations of the Committee on Diet and Cardiovascular Disease as amended and adopted by Department of National Health and Welfare, June, 1977.

GUIDELINES FOR FOLLOWING DIETARY RECOMMENDATIONS FOR PREVENTION PROGRAMS

Canadians should observe the following:

- a) consume a nutritionally adequate diet, as outlined in Canada's Food Guide.
- b) avoid overweight through appropriate food selection and increased physical activity.
- c) limit the total amount of fat, sugar, salt and alcohol in the diet.
- d) increase intake of vegetables, fruits, and wholegrain cereals, and include sources of polyunsaturated fatty acid (linoleic acid).

GUIDELINES

Follow Canada's Food Guide, noting:

- no more than 35% of total calories as fat, including a source of polyunsaturated fatty acid (linoleic acid)
- at least 50% of calories as carbohydrate, reducing the intake of sugar and replacing with starches
- a reduction in the intake of salt.

To control calories

- limit intake of high caloric, high fat desserts such as pies, cookies, cakes and ice cream
- limit intake of high caloric snack foods such as potato chips, other deep-fried snacks, chocolate and other candies, and soft drinks
- limit intake of all forms of alcohol (spirits, wine and beer are high in calories). Do not use daily.

To control the amount and type of fat

- choose lean cuts of meat, trim off visible fat, discard fat which cooks out of meat and avoid gravy
- use fish or poultry at least four times a week for either of the two main meals
- avoid foods which are deep-fried
- use cooking methods which help to remove fat such as baking, broiling, boiling
- limit intake of cooking fats and oils and table fats; in any product replacement, choose those with a high content of polyunsaturated fatty acid (linoleic acid)
- avoid excessive use of high fat dairy products such as cream, cream cheese, ice cream, and use those with a lower fat content such as skim or 2% milk, cottage cheese and yoghurt.

To control salt

- reduce intake of salty foods
- limit the use of salt in cooking and at the table.

Note:

The above recommendations do not apply to infants, or to patients on therapeutic diets. Growing persons, pregnant women, nursing mothers, elderly and infirm persons should be particularly careful in their selection of foods to include essential nutrients. In growing children, caloric intake should be sufficient to ensure adequate growth.

Recommandations Pour des Programmes de Prévention Relativement à l'Alimentation et aux Maladies Cardio-vasculaires

Reference: Comité sur le régime alimentaire et les maladies cardio-vasculaires, recommandations amendées et adoptées par le ministère de la Santé nationale et du Bien-être social, juin, 1977

*Bureau des sciences de la nutrition,
Direction générale de la protection de la santé,
Ministère de la Santé nationale et du Bien-être social*

Un comité spécial d'experts formé en 1973 a étudié le lien entre l'alimentation et les maladies cardio-vasculaires et a présenté son rapport au Ministre de la Santé nationale et du Bien-être social pour examen. Le contenu général du rapport a été accepté mais plusieurs des recommandations ont dû être amendées afin de pouvoir être appliquées.

Les Canadiens jouissent d'un des plus hauts niveaux de vie dans le monde et d'une espérance de vie à la naissance de 69.3 ans pour les hommes et de 76 ans pour les femmes, ce qui correspond aux autres pays occidentaux et est supérieur au monde moins industrialisé. Cependant, au Canada, 50 % des décès sont liés à l'athérosclérose. Ce trouble se rencontre non seulement chez les personnes âgées, mais aussi chez un grand nombre de Canadiens d'âge moyen. Environ un tiers des décès chez les personnes de moins de 65 ans est attribué à l'athérosclérose. Les facteurs de risque normalement associés aux maladies cardio-vasculaires (taux élevé de lipides sanguins, tension artérielle élevée, l'usage du tabac et le diabète), de même que les facteurs plus éloignés (obésité, mauvaise condition physique, et abus d'alcool) laissent croire qu'une action préventive pourrait faire échec aux maladies cardio-vasculaires.

Les recommandations sur le plan de l'alimentation, telles qu'amendées et adoptées par le ministère de la Santé nationale et du Bien-être social, ont pour but d'apprendre

à la population à choisir et suivre un régime approprié, et par le fait même assumer une part de la responsabilité pour une meilleure santé.

On invite les Canadiens à suivre le guide alimentaire canadien et à éviter les aliments qui renferment des calories sans contenir les vitamines et minéraux essentiels. On les invite également à la modération vis-à-vis des aliments et boissons qui favorisent l'augmentation des graisses dans le sang. Il semblerait de plus que le cholestérol serait peut-être sans importance pour une grande partie de la population et que les restrictions à ce sujet ne devraient s'appliquer qu'aux personnes ayant une prédisposition génétique à l'hypercholestérolémie. Un régime à faible teneur en cholestérol ne serait donc pas nécessaire pour la population en général. Une recommandation pour souligner l'utilisation d'acide linoléique a été adoptée car l'acide linoléique est l'acide gras polyinsaturé qui détermine le taux de cholestérol sérique. Les sources alimentaires d'acide linoléique comprennent les huiles végétales utilisées dans les salades et pour la cuisson produites à partir du carthame, du tournesol, du maïs, de la graine de coton, du soja et de l'arachide.

Ces recommandations ne visent pas à remplacer les régimes particuliers ou thérapeutiques prescrits par un médecin pour traiter une maladie ou un trouble déterminé. Celles-ci se veulent plutôt de mesures

et programmes de prévention pour des collectivités et populations entières.

RECOMMANDATIONS RELATIVES À L'ALIMENTATION ET AUX MALADIES CARDIO- VASCULAIRES

I. Résumé des recommandations sur l'alimentation

- a) Avoir un régime convenable au point de vue nutrition, conformément au Guide alimentaire canadien.
- b) Réduire les calories provenant des graisses à 35% du total de calories. Introduire au régime alimentaire une source d'acide gras polyinsaturé (acide linoléique).
- c) Avoir un régime qui comporte beaucoup de produits de grains entiers, des fruits et légumes, et réduire au maximum la consommation d'alcool, de sel et de sucre raffiné.
- d) Prévenir et contrôler l'obésité en évitant l'excès de calories et en augmentant son activité physique. On devra faire attention de ne pas occasionner de carences de vitamines et de minéraux en réduisant le total de calories.

II. Résumé des recommandations sur les mesures que le gouvernement et l'industrie alimentaire doivent prendre

- a) Sensibilisation active et soutenue aux recommandations concernant le changement des habitudes alimentaires.
- b) Mise au point et production de produits alimentaires conformes aux recommandations susmentionnées et clairement étiquetés pour bien renseigner le consommateur.
- c) Encouragement et appui de (i) la recherche sur le lien entre l'alimentation, l'environnement, les habitudes de vie d'une part et les maladies cardio-vasculaires d'autre part; (ii) la recherche en vue de découvrir des moyens efficaces de communiquer à toute la population ce qu'il est essentiel de savoir; (iii) l'accroissement de la recherche sur les produits primaires de l'agriculture et la production de ces aliments en vue de la préparation de produits conformes aux recommandations sur l'alimentation.

Reference:

Comité sur le régime alimentaire et les maladies cardio-vasculaires, recommandations amendées et adoptées par le ministère de la Santé nationale et du Bien-être social, juin 1977.

LIGNES DIRECTRICES POUR SUIVRE LES RECOMMANDATIONS SUR L'ALIMENTATION DANS LES PROGRAMMES DE PRÉVENTION

Les Canadiens doivent:

- a) avoir un régime convenable au point de vue nutrition, conformément au Guide alimentaire canadien
- b) surveiller leur poids en choisissant bien leurs aliments et en faisant plus d'exercice
- c) limiter la quantité totale de graisses, de sucre, de sel et d'alcool dans leur régime
- d) augmenter leur consommation de légumes, de fruits, de céréales à grains entiers et introduire des sources d'acide gras polyinsaturé (acide linoléique).

LIGNES DIRECTRICES

Suivre le Guide alimentaire canadien, en particulier:

- ne pas prendre plus de 35% du total de calories sous forme de graisses en comprenant une source d'acide gras polyinsaturé (acide linoléique)
- prendre au moins 50% des calories sous forme de glucides, réduire l'absorption de sucre en le remplaçant par des féculents
- diminuer l'absorption de sel.

Surveiller la quantité et le type de calories:

- réduire la consommation de casse-croûte à forte teneur en calories comme les croustilles ou autres aliments frits du genre, le chocolat et autres bonbons et les boissons gazeuses
- réduire la consommation d'alcool sous toutes ses formes (spiritueux, vin et bière sont élevés en calories). Ne pas en consommer tous les jours.

Surveiller la quantité et le type de graisses:

- choisir des morceaux de viande maigre, enlever le gras visible, éviter le jus de cuisson et la sauce
- servir du poisson ou de la volaille au moins quatre fois par semaine au dîner ou au souper
- éviter les fritures
- employer des méthodes de cuisson qui permettent d'éliminer une bonne partie du gras comme la cuisson au four, sur le gril ou à l'eau

- réduire l'absorption de graisses et d'huiles utilisées pour la cuisson de même qu'à table; choisir de préférence des graisses à forte teneur en acide gras polyinsaturé (acide linoléique)
- éviter la consommation abusive de produits laitiers élevés en gras comme la crème, le fromage à la crème, la crème glacée; les remplacer par des aliments moins gras comme le lait écrémé ou 2%, le fromage cottage et le yogourt.

Surveiller la quantité de sel:

- diminuer la consommation d'aliments salés
- limiter l'usage du sel dans la cuisson et à la table.

N.B.

Les recommandations susmentionnées ne s'appliquent pas aux nourrissons ni aux malades qui suivent des régimes thérapeutiques. Les personnes qui n'ont pas atteint leur pleine maturité, les femmes enceintes, les mères qui allaitent leurs enfants, les personnes âgées et les infirmes doivent particulièrement veiller à ce que leur alimentation contienne toutes les substances nutritives essentielles. La ration calorique des enfants en pleine croissance doit être suffisante à leur plein développement.

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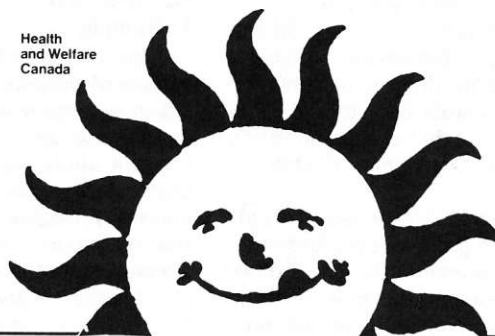
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Sharing the Load? Division of Labor for Professionally Educated Canadian Women

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A. INTRODUCTION

Research regarding the effects of maternal employment on task participation in the home goes back to the 50's and early 60's (Hoffman, 1960; Axelson, 1963; Geiken, 1964). This work has consistently reported the fact that mere employment of the woman does not influence a change in the division of labor in the household. Working women continue to do a larger proportion of household tasks than their husbands. While this is true, not all the blame can be placed on the men in these households. Women, even those employed outside the home, persist in having attitudes that reserve household tasks for women. In several studies, males and females of high school and university ages indicated on a marital role expectation index that they had equalitarian expectations for marital roles in most areas (education, child care, personal characteristics, social participation, employment, authority patterns). In two areas, homemaking for women and financial support for men attitudes were traditional (Hobart, 1975; Kieren and Badir, 1976).

Research conducted with dual career couples has pinpointed role overload as a severe problem associated with combining work and family roles. Role overload is the situation in which a person feels he has too many expectations which he cannot fulfill. While role overload is possible for both partners of a dual career couple, it is more likely associated with the wife because society's norms expect her to carry out more of the household tasks.

The present article reports the housework patterns for families of three groups of professionally educated Canadian women: full time homemakers (H), women working full time with no children (WNC) and women working full time

with children (WWC). The data were collected in a large western Canadian city as a part of a larger study of role conflict and adaptability of professionally educated Canadian women (Kieren, 1977a).

B. PURPOSE

The purpose of the presently reported aspect of the study was to determine the division of labor in each of the three groups of professionally educated women in these areas: housework and cleaning, care of children, household repairs, laundry, cooking, household record keeping and paying bills. One hypothesis tested was that there would be differences in the amount of husband involvement based on the working status of the woman, with working women having children getting the most help, working women with no children a median level of help and homemakers the least amount of help. Another hypothesis tested was that husband help would vary based on the traditional categorization of the task as "male oriented" or "female oriented". Greater husband help was predicted with "male oriented" tasks.

C. METHOD

1. Sample

The data were obtained from a non-random sample of professionally educated women residing in a large western Canadian city. A broad definition of professional education was utilized for this study. Women were considered to be professionally educated if they had received a university degree or completed a professional training program such as nursing. Sixty professionally educated women constituted the H sample, twenty-six the WWC sample, and twenty-four the WNC sample.

2. Procedures

The following questions were utilized to assess division of labor and decision making in the family. Respondents were asked who usually does the following tasks in the home: housework and cleaning, laundry, cooking, dishwashing, care of children, household repairs, household record keeping and paying bills. A six category response was possible ranging from husband almost always, mostly husband, half and half, wife mostly, wife almost always and not applicable. They were also asked to rate their satisfaction with this arrangement. A third question dealt with who makes the final decision for specific decision making situations including: buying a car, whether to buy life insurance, which house or apartment to get, what job husband should take, whether wife should work or quit work, how much money to spend on food, which doctor to have and where to go on a vacation. Respondents were also asked to report who usually wins when there was a really important decision on which husband and wife disagree. These questions measured division of labor, satisfaction with division of labor, perceived decision making roles and perceived decision making conflict role.

For division of labor a modal score on the entire scale, an individual score for each item, and a masculine item modal score (for items considered traditionally masculine tasks) and a feminine item modal score (for items considered to be traditionally feminine tasks) were obtained. In the case of decision making roles, a modal score for the entire index as well as a score for each item was obtained.

3. Method of Collecting Data

A trained interviewer collected the data from each woman in her own home. The questions described above plus a battery of other questions related to work and family variables constituted the instrument.

D. RESULTS

1. Sample

Fifty-seven interviews were complete enough to be used in the H group. Eighty-eight percent of this group were Canadian born. The women were primarily college or university graduates, with a median age of thirty-seven years. They had been married for approximately eighteen years and typically had two children. The youngest child in any of these family groups was nine years of age. The women interviewed were primarily Protestants. Their husband's occupations fell almost entirely in the professional and managerial categories with a median family income of \$18,000.

The WWC group included twenty-six women and were very similar in demographic characteristics to the H group. Seventy-seven percent were Canadian born. The median age was thirty-eight years. The women had been married twenty years and typically had three children. The youngest child in these women's families was ten years of age. Fewer of these women were university graduates (65% compared to 79% of the homemakers) and fewer of their husband's occupations were classified professional or managerial (52% compared to 97% in the homemaker group). The median family income reported was \$19,000.

The WNC group included twenty-four women who were much younger than either of the other two groups. The median age for the group was twenty-two years. They had been married only two years compared to eighteen for the H and twenty for the WWC groups. They had no children at the present time. The number of women in this group who had university degrees was similar to the working with child sample (67% WNC compared to 65% WWC). They were predominantly Protestant. Over fifty percent of this group reported that their husband's occupations were categorized as clerical, student or other, rather than professional or managerial. The median family income reported was \$13,000.

It is noteworthy that the WNC group was younger and at an earlier stage of the family life cycle than either of the other two groups. The sample was purposive so that caution must be taken in generalizing the results.

2. Division of Labor

Table 1.1 reports the division of labor for the three groups.

In general, the data indicate a traditional division of labor regardless of working status, especially in the case of household work and cleaning, laundry and cooking. Very little sharing of these tasks occurred. For housework and cleaning, cooking and laundry the WNC group reported a larger percentage of husband and wife sharing of tasks than either the WWC or H group. Only in the case of dishwashing, care of children (a non-comparable category for the WNC group) and paying bills did the WWC group report greater sharing. In the case of household record keeping, homemakers reported greater sharing with the WNC group next and the WWC least.

Scoring each respondent on the feminine items, the sex division of labor was clearly visible.

Table 1.1
Housework Patterns for Families of Professionally Educated Women
 (percentages reported)

Task	Hu Al Al	Hu Mo	½ & ½	Wi Mo	Wi Al Al	Not App
HOUSEWORK						
All women	.9	—	11.2	36.4	49.5	1.9
WNC	—	—	25.0	50.0	20.8	4.2
Home	—	—	1.8	29.8	68.4	—
WWC	3.8	—	19.2	38.5	34.6	3.8
LAUNDRY						
All women	—	—	5.6	12.1	81.3	.9
WNC	—	—	16.7	8.3	75.0	—
Home	—	—	1.8	7.0	91.2	—
WWC	—	—	3.8	26.9	65.4	—
COOKING						
All women	—	1.9	9.3	26.2	62.6	—
WNC	—	—	29.2	29.2	41.7	—
Home	—	—	1.8	15.8	82.5	—
WWC	—	7.7	7.7	46.2	38.5	—
DISHWASHING						
All women	—	.9	22.4	25.2	47.7	3.7
WNC	—	—	41.7	29.2	25.0	4.2
Home	—	—	5.3	26.3	64.9	3.5
WWC	—	3.8	42.3	19.2	30.8	3.8
CARE FOR CHILDREN						
All women	—	—	33.6	33.6	8.4	24.3
WNC	—	—	—	—	—	100.0
Home	—	—	35.1	49.1	14.0	1.8
WWC	—	—	61.5	30.8	3.8	3.8
HOUSEHOLD REPAIRS						
All women	50.9	26.4	14.2	4.7	1.9	1.9
WNC	65.2	13.0	4.3	17.4	—	—
Home	36.8	35.1	21.1	1.8	3.5	1.8
WWC	69.2	19.2	27.7	3.8	—	—
RECORD KEEPING						
All women	21.5	14.0	29.0	7.5	21.5	6.5
WNC	25.0	20.8	25.0	4.2	8.3	16.7
Home	14.0	10.5	33.3	8.8	28.1	5.3
WWC	34.6	15.4	23.1	7.7	19.2	—
PAY BILLS						
All women	27.1	9.3	29.0	7.5	26.2	.9
WNC	42.3	7.7	15.4	7.7	26.9	—
Home	19.3	8.8	31.6	8.8	29.8	1.8
WWC	29.2	12.5	37.5	4.2	16.7	—

Table 1.2

Modal Scores on Feminine and Masculine Items

Feminine = a, b, c, d, e,

	Husband	Wife	Equal
All women	—	93.5	6.5
WNC	—	91.7	8.3
Home	—	98.2	1.8
WWC	—	84.6	15.4

Masculine = f, g, h

All women	46.7	24.3	29.0
WNC	61.5	23.1	15.4
Home		missing data	
WWC	66.7	12.5	20.8

The masculine items followed the same trend although it appears that masculine tasks are more likely to be shared than feminine tasks.

2. Satisfaction with Division of Labor

Table 1.3 reports the three samples reported satisfaction with the previously described division of labor. In all three groups, the women were very satisfied with the division of labor. Surprisingly

the WWC were most satisfied and the WNC least satisfied based on their responses in the very satisfied category. This was true even though these women had the greatest number of roles to fulfill in the work and family areas and according to the division of labor reported, received little help from their husbands.

Table 1.3

Satisfaction with Division of Labor

	n	very satisfied	somewhat satisfied	somewhat dissatisfied	very dissatisfied
All women	107	72.9%	22.4%	4.7%	—
WNC	24	70.8%	20.8%	8.3%	—
WWC	26	76.9%	19.2%	3.8%	—
Home	57	71.9%	24.6%	3.5%	—

3. Perceived Decision Making Roles

The sex based division was also evident in the area of perceived decision making roles. Table 1.4 reports this in detail.

Table 1.4

Perceived Decision Making Roles

Decision	Decision Maker						
	Hu	Al	Alw	Most Hu	½ & ½	Wi Mo	Wi Al Alw Not App
CAR							
All	49.1%			28.3%	20.8%	.9	.9
WNC	33.3%			29.2%	29.2%	4.2%	4.2%
WWC	46.2%			30.8%	23.1%	—	—
H	57.1%			26.8%	16.1%	—	—
INSURANCE							
All	42.1%			15.9%	39.3%	1.9%	.9%
WNC	25.0%			29.2%	33.3%	8.3%	4.2%
WWC	42.3%			15.4%	42.3%	—	—
H	49.1%			10.5%	40.4%	—	—

Table 1.4 continued

Decision	Table 1: Decision Maker					Decision Maker		
	Hu	Al	Alw	Most Hu	½ & ½	Wi Mo	Wi Alw	Not App
HOUSE OR APARTMENT								
All women		3.7%		1.9%	85.0%	6.5%	2.8%	—
WNC		4.2%		—	87.5%	8.3%	—	—
WWC		7.7%		3.8%	73.1%	15.4%	—	—
H		1.8%		1.8%	89.3%	1.8%	5.3%	—
HUSBANDS JOB								
All women		59.8%		26.2%	12.1%	—	—	1.9%
WNC		50.0%		33.3%	8.3%	—	—	8.3%
WWC		61.5%		26.9%	11.5%	—	—	—
H		63.2%		22.8%	14.0%	—	—	—
WIFE WORK OR QUIT								
All women		2.8%		4.7%	54.2%	11.2%	21.5%	5.6%
WNC		4.2%		8.3%	62.5%	4.2%	16.7%	4.2%
WWC		3.8%		—	42.3%	23.1%	26.9%	3.8%
H		1.8%		5.3%	56.1%	8.8%	21.1%	7.0%
SPEND ON FOOD								
All women		1.9%		—	29.9%	24.3%	42.1%	1.9%
WNC		—		—	33.3%	33.3%	25.0%	8.3%
WWC		7.7%		—	38.5%	19.2%	34.6%	—
H		—		—	24.6%	22.8%	52.6%	—
DOCTOR								
All women		5.6%		.9%	40.2%	24.3%	27.1%	1.9%
WNC		—		—	25.0%	29.2%	37.5%	8.3%
WWC		—		—	34.6%	26.9%	38.5%	—
H		10.5%		1.8%	49.1%	21.1%	17.5%	—
VACATION								
All women		.9%		5.6%	86.9%	6.5%	—	—
WNC		4.2%		—	91.7%	4.2%	—	—
WWC		—		11.5%	80.8%	7.7%	—	—
H		—		5.3%	87.7%	7.0%	—	—

In the case of decisions about the car, insurance and husband's job, the husband more likely made the decision. No decision was clearly in the wife's domain yet some sharing was evident. Both husband and wife shared decision making with regard to the house or apartment, and whether the wife should work or quit work. In the case of the latter decision, the WWC group had greater wife dominance in decision making.

4. Who Wins When Conflict Arises

Considering that all decision making involves some conflict, the respondents were queried as to who wins when there is a disagreement about an important decision. The responses to this question indicated that all groups saw mutual decision making as their main problem solving strategy. Table 1.5 reports the percentages.

Table 1.5
Who Wins In a Conflict Over an Important Decision

	n	% Husband	% Wife	% Mutual
All women	107	21.5	9.3	69.2
WNC	24	25.0	29.2	45.8
WWC	26	15.4	7.7	76.9
H	57	22.8	1.8	75.4

As may be noted, mutual decision making was most prominent for the WWC and H groups respectively. Few of the women in the WWC and H groups saw themselves as dominating a conflict over an important decision whereas over one quarter of the younger WNC group saw themselves as influential.

E. DISCUSSION

Considering the previously reported data, one gets the impression of a traditional organization for the families of all three groups of professionally educated women interviewed for this study. Working status does not appear to influence this traditional division of labor for household tasks and decision making in any significant manner, and surprisingly all three groups report satisfaction with this division of labor.

Analyzing these facts would seem to report a set of circumstances that are dissonant. Women do most of the household tasks whether working or not, have a less dominant role in decision making and yet report high satisfaction with this pattern. This dissonance is further illustrated in a previous paper (Kieren, 1978) which describes these women's attitudes toward female equality as being highly favorable. Festinger (1962) has described the above circumstances as constituting cognitive dissonance. The situational factors in the life space of married professional women are such that the cognitive equilibrium with respect to their self image and role is upset. Thus compensating actions are implemented to re-establish equilibrium. Viewing one's family division of labor as very satisfactory when in fact it is very one sided may be these women's attempt to balance their internal conflict and guilt over acting contrary to the traditional expectations for women. Kaley (1971) has suggested that the reason so few contemporary women pursue graduate education and professional occupations is that "... perhaps, under the guise of modern female trappings lies a tradition-bound soul". This may provide one explanation for the fact liberal women, as indicated by their reported attitudes toward female equality and involvement in work outside the home when they have children, continue to act traditionally in the home.

This study looked only at the professional woman's perception of her role and her perception of her husband's role in the home. The lack of Husband data was a serious limitation. Bailyn (1964) has suggested that the most important source of support or hostility for a woman's participation in the professional area is her husband. Glenn and Walters (1966) support this view. Not only is the husband's attitude important but his actual participation in the home is crucial for a

woman to continue in a dual role. Husband attitudes were assessed only indirectly with most working women in this study reporting that their husband was supportive of them working. Husband participation in family roles, as reported by their wives, was less apparent. One would have to guess that role overload was a problem for many if not most of the WWC group. The whole notion of husband and family supportiveness needs to be further investigated to shed light on the role of the professionally educated woman in contemporary society. Under-utilizing this important pool of educated women is a luxury our society can ill afford.

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for

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CALL FOR RESEARCH PAPERS

The Refereed Research Section, now called The Research Supplement of the Canadian Home Economics Journal, was initiated four years ago to give prominence to research done in Canadian universities and to provide opportunities for publishing studies which may not be publishable in other journals. Since this section has been reactivated with the new masthead, the papers which we have been submitted have been mostly in one area. This is unfortunate since the objective of this section is to publish the result of research studies done in the various areas of home economics. An invitation is therefore extended to all researchers and graduate students to use this section for publishing their studies. You will have read in the last issue of the journal that the focus of the forthcoming issues in 1978 leads up to the theme for 1979 which is "The Child" in keeping with 1979 — The Year Of The Child. While we have not been able to synchronize the research supplement with the theme of the journals it is our aim to do so in the future. If you or your graduate students have research which ties into various aspects of the child, the masthead hopes that you will consider sharing it with our readers.

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General articles may include an interest essay on current issues, a review of literature on a specific topic, a critique, or any other rhetorical form related to the concerns of the family, industry, education etc. that are of interest to home economists.

Because publishing is a costly procedure it is essential that such articles be concise, yet lengthy enough to treat the subject adequately.

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1. An article should approximate 2000 words.
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Contributions to this section of the journal include:

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1. Does the research report focus on a significant problem in home economics? Does it generate new knowledge, confirm or refine known facts?
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Research papers should be organized as follows:

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The abstract page follows the title page and starts with the complete title of the paper but does not contain the name(s) of the author(s). It should be a concise summary of the research and should stand on its own. It should be approximately 100 words in length and should not exceed the maximum of 150 words. An attempt will be made to publish the abstracts in both French and English.

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Clothing Consumption In Canada

Jean Nielsen
Department of Consumer Studies
University of Guelph

Research conducted at the
University of Guelph May-August, 1977

CLOTHING CONSUMPTION TRENDS IN CANADA

ABSTRACT

A description of clothing consumption patterns in Canada based on an analysis of cross-sectional data is presented. Per capita dollar expenditure was found to have increased over time. The percentage of total expenditure accounted for by clothing has tended to decrease over time. Multiple regression analysis was used to reveal the effects on clothing expenditure of time and a number of social and economic variables (income, expenditure, age of head of household, occupation of head of household, working status of wife, life cycle, city of residence, and family size). Results indicate that life cycle and family size, when combined with time, are the most important factors in explaining variance in clothing expenditure.

CLOTHING CONSUMPTION TRENDS IN CANADA

INTRODUCTION

Clothing is an interesting consumer commodity. It has been considered a necessity of life but as a result of technological development and increasing affluence, its status as a luxury good also warrants attention. The examination of consumption patterns, as well as providing information about the product consumed, also gives an indication of the nature of the society in which the consumption behavior is occurring. When time is included as a variable, changes in social organization may become evident. The purpose of this study is to describe Canadian clothing consumption patterns over time. The description will be based on an analysis of clothing expenditure data.

A number of studies which have made use of

United States clothing consumption data have been published. Probably most notable has been *Winakor's* (1960, 1962) analysis of the effect of total expenditure, price, and time on clothing expenditure from 1929-1958. Other primarily descriptive works have directed attention specifically to clothing, but the data used has spanned relatively brief periods of time (*Erickson, 1968; Linden, 1965a, 1965b*). Canadian clothing expenditure data have received consideration as a segment of broader consumption studies which have looked at clothing as one of a number of commodities (*Slater, 1957; Asimakopulos, 1965; Hassan, 1974; Hassan and Johnson 1976*). Clothing consumption trends in Canada have also received minor attention in a number of publications dealing with the apparel industry (*"Report on the Canadian", 1977; "Canada's women's wear", 1974; Kuzik, 1973; "Difficulties of the", 1976*).

METHOD

The data used were the Statistics Canada published results from ten post war surveys of Canadian urban family expenditures. Titles of the publications from which the data were taken are listed under "Data Sources" following the reference list. The objective of the surveys was to provide information for developing and revising the weights used in the Consumer Price Index. The classification of clothing used in the surveys includes apparel, accessories, (gloves, scarves, purses, jewellery, etc.) footwear, clothing materials (yard goods, notions, yarn) and clothing services (storage and insurance, repairs and alterations). All surveys employed the "recall" method of data collection. Respondents were

asked to recall expenditures for the past year. This procedure introduces a certain amount of bias as a result of the method itself as well as the time period involved (*Focht and Winakor, 1967*). The sample sizes used in the surveys have been proportionately small and it is questionable whether they are truly representative of the population. Differing response rates in various categories present another potential source of error. In some cases this bias has been eliminated by proper weighting procedures. In other cases, due to the lack of adequate information or other considerations, an adjustment procedure has not been applied (*Asimakopulos, 1965*). The surveys are not strictly comparable from year to year due to such things as changes in the criteria of eligibility, procedures of data collection, and categorization of collected data. In the present study, the most comparable available data was chosen for each year. In situations where changing data categorizations resulted in an inadequate number of observations, that category was dropped from the analysis.

Multiple regression analysis was performed using as dependent variables dollar clothing expenditure and percentage of total expenditure spent on clothing. Time appeared as an independent variable in all regressions. The second independent variable in each instance was one of the social or economic factors (income, total expenditure, age of head of household, occupation of head of household, working status of wife, life cycle, city of residence and family size).

All dollar values were converted to constant 1971 dollars. Clothing expenditure was converted using the C.P.I. for clothing. The general C.P.I. for all goods and services was used to convert income and total expenditure. A per capita measurement calculated from average family size was used where clothing expenditure appeared as a dependent variable. Admittedly, family composition in terms of age and sex varied and this would influence clothing expenditure. Information on age and sex composition that would have enabled the use of a standardized consumer unit was not available however. Considering this, as well as the questionable status of a standard consumer unit for clothing (*Winakor, 1960*), per capita measurement enabled the most satisfactory control for family size. The use of time as an independent variable was included to represent various unspecified factors that influenced clothing expenditure (*Winakor, 1962*). In all regressions, time was added to the calculation first.

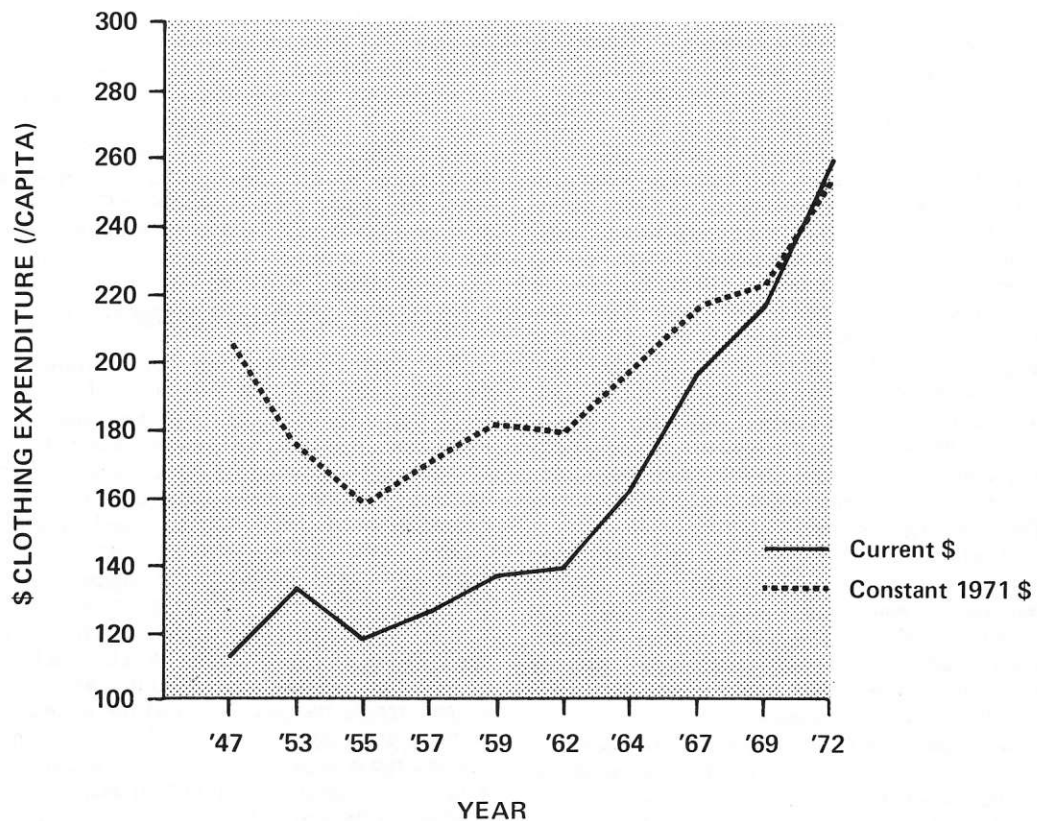
This study is primarily concerned with describing clothing consumption trends. The regression equations and regression coefficients are therefore most important in their descriptive capacity. Significance tests are not particularly meaningful for such a purpose. As well, the data proved to be non-independent. This was indicated by a non-significant Durbin-Watson statistic (*Huang, 1970, p. 139*) for most of the regressions which showed that the residuals were not randomly distributed about the regression line. With non-independent data, significance tests for regression coefficients are invalid.

RESULTS AND DISCUSSION

Per capita expenditure for clothing has generally increased over time although the constant dollar increase has been less substantial than that indicated by current dollar figures (Figure 1). The immediate post war period was marked by comparatively large clothing expenditures, a trend that has been noted by others (*Slater, 1957*). This relatively large clothing expenditure was probably a response to the decreased scarcity of fashion goods during the war, although the type of clothing styles which were popular at that time may have been a factor as well. It should be remembered that an increase in real income has accompanied the increase in clothing expenditure over time. No evaluation of real income change was applied to the data so it was not possible to quantitatively identify changes in the luxury character of clothing.

The percentage of total expenditure accounted for by clothing has generally tended to decrease over time (Figure 2) indicating that spending for clothing has increased more slowly than the increase in total expenditure. The high expenditure for clothing in the 1947-48 period is again apparent. A number of reasons can be presented to account for the general percentage downward movement. A major factor was well expressed by *Linden (1959b p. 57)*: "In the early Fifties we were already a superbly well dressed nation . . .". Although the comment is made in reference to the United States, it seems equally applicable to Canada. The general downward movement in the percentage of total expenditure accounted for by clothing over time is largely attributable to the slower increase in the Consumer Price Index for clothing compared to the

Figure 1: Dollar Clothing Expenditure Over Time



CPI increases for most other goods and services. Of particular importance in explaining this trend is the increased availability of lower cost clothing over time. Synthetic fibers claimed an increasing share of the market over the time period being considered. Their increased durability and decreased cost compared to natural fibers were influential in altering expenditure patterns. The increasing popularity of more casual life styles has also been accompanied by clothing which is less expensive and can be used for longer time periods. In the relatively recent past the growth of low priced apparel imports has also contributed to lower clothing costs. Although the trend in percentage of total expenditure accounted for by clothing has been a decrease over time, an increase in percentage expenditure is evident for the period 1955-1959. This finding indicates that a more comprehensive analysis of clothing behavior in this period may be warranted.

Figure 2: Percentage Clothing Expenditure Over Time

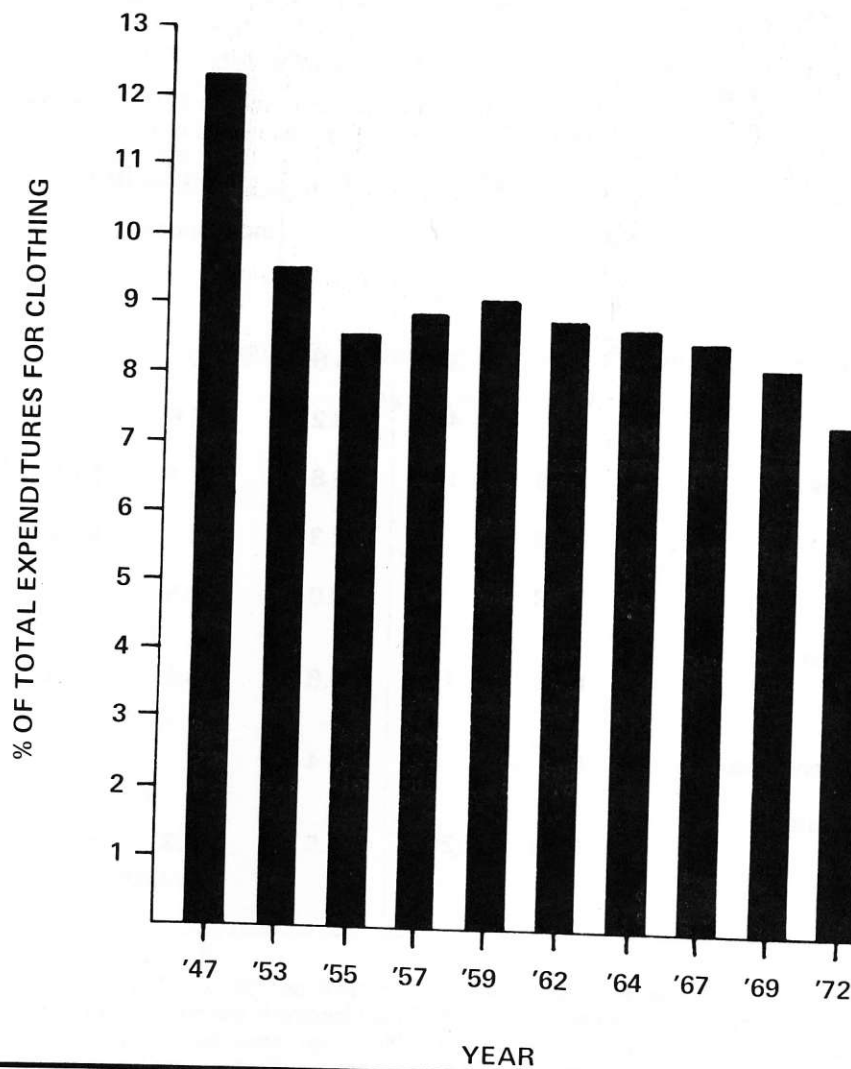


Table 1 shows the variation attributable to each social variable and to time for each regression. Variation refers to the additional percentage of variance in the dependent variable for which each accounts. For example, with respect to the regression of clothing expenditure with family size, family size accounted for 80.5% of the variance in clothing expenditure and time (or unspecified factors) accounted for 15.3% of the variance. Together these two variables accounted for 95.8% of the variance in clothing expenditure (r^2). Information concerning the number of sur-

veys (of a total of 10) which included usable data for each social variable is also included in Table 1. This should be useful in interpreting the variation. For example, the zero variation due to time when it was regressed with life cycle and clothing expenditure can be largely attributed to the availability of only two years of data.

Table 1.
Regression results of dollar expenditure and percentage expenditure with time and social variables.

Independent Variable	Years of Data	Dependent Variable					
		\$ Clothing Expenditure (1971 \$)			% of Total Expenditure for Clothing		
		Variation		r^2	Variation		r^2
		independent	time		independent	time	
Age of Head	7	3.3	31.5	34.8	8.2	25.	33.2
City	8	30.3	49.9	80.2	45.8	23.5	69.3
Family size	9	80.5	15.3	95.8	31.1	51.5	82.6
Income	10	82.2	.1	82.3	12.3	51.2	63.5
Life Cycle	2	98.9	0	98.9	90.8	7.5	98.3
Occupation of Head	5	64.9	15.9	80.8	43.6	40.8	84.4
Total Expenditure	9	80	3.4	83.4	32.7	31.8	64.5
Working Status of Wife	7	62.2	20.3	82.5	30.3	50.3	80.6

The remainder of this section will involve a presentation of findings separately for each social variable considered. The comparison of categories within each of these is based on data averaged over time. Concluding remarks concern the relative importance of each factor in explaining clothing consumption.

INCOME

Current family income was the income measure used in the present study. It has been suggested that disposable income (total income minus taxes) is a more meaningful income measurement for studies of consumption behavior. Information regarding personal disposable income was available for a number of the later years but to get the greatest time coverage possible, reported family income was used in the

calculations. *Hassan (1974)* stated that permanent income is the most significant income variable when considering consumption, and that reported current income is not a valid indicator of permanent income. It seems reasonable however that expenditure for clothing is more influenced by current income than that for more durable commodities would be, and current income is thus an acceptable income measurement to use.

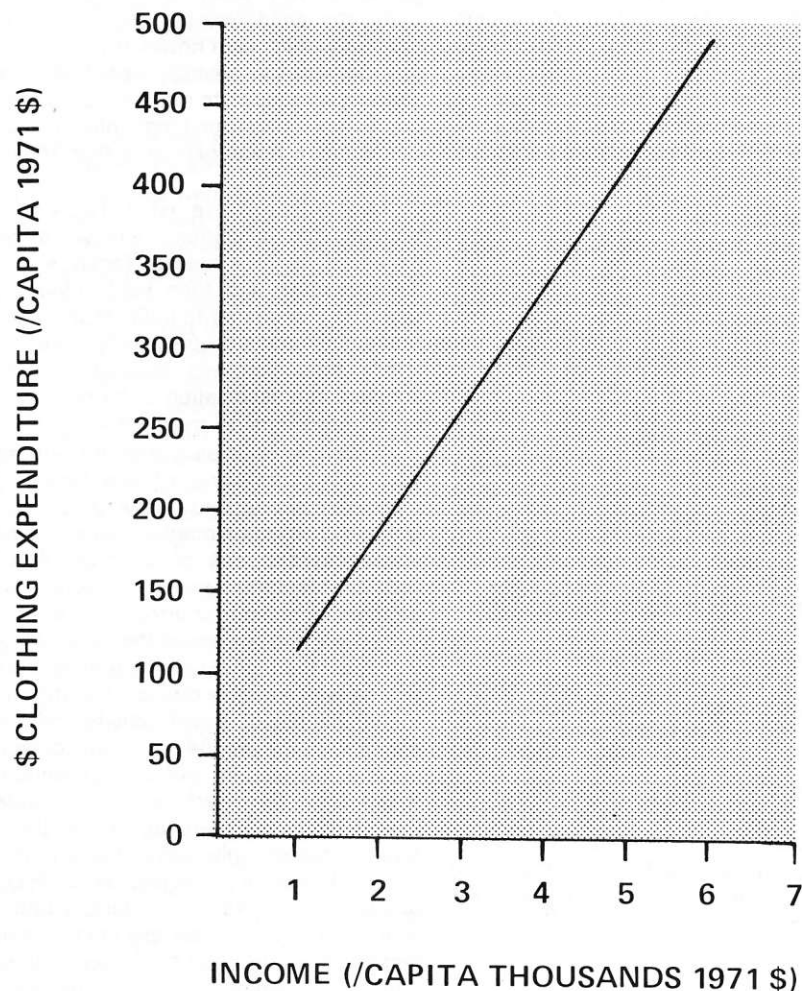
Engel curves are used to show the relationship between expenditure for a given commodity and income or total expenditure. An Engel curve can be represented in a number of forms including double log, semi log, and linear. *Winakor (1960)* employed the double log form in her analysis. *Hassan and Johnson (1976)* after considering the form of the data obtained from the Canadian urban expenditure surveys and the type of com-

modities being considered, stated that the linear form represents an adequate approximation of the Engel curve. In the present study a linear form is used. Time was not found to explain a significant amount of the variance in clothing expenditure so it was dropped from the regression calculation when both income and total expenditure were used as independent variables. The regression line in these instances can therefore be considered an Engel curve.

The regression equation including income and

clothing expenditure indicated that as income increased, clothing expenditure increased (Figure 3). *Erickson (1968)* contended that this increase reflects an increase in quantity as well as per unit cost. The slope of the Engel curve represents the marginal propensity to consume. The M.P.C. is the change in the dependent variable for each unit change in the independent variable. The M.P.C. is a constant for a linear function and in the present instance was calculated to be .075. This means that a \$1 increase in income is associated with a 7½¢ increase in clothing expenditure.

Figure 3: Regression Line of Dollar Clothing Expenditure and Income



Because time was found to contribute a considerable amount in the regression of income and percentage of total expenditure for clothing (Table 1) the regression results had to be separately applied to each survey year. It was revealed that within each year, an increase in income was accompanied by a small increase in percent of total expenditure for clothing. This finding is in agreement with other clothing survey results and has contributed to clothing being considered a moderate luxury (Winakor, 1966). Such results are related to some degree to the use of data from a restricted income range (Winakor, 1966). This limitation was particularly apparent, in the present data, in the restricted income eligibility criteria applied in a number of the surveys.

The analysis of data from wider income ranges has revealed that clothing claims an increasing percentage up to a certain income level, and then decreases (Kuzik, 1973, p. 22; Horn, 1975, p. 401). The influence of the income range represented by the data was substantiated by an examination of the raw data. In the surveys employing a non-restricted income range, a decrease in the percentage of total expenditure accounted for by clothing was noted in the higher income categories.

EXPENDITURE

In consumption studies, total expenditure is sometimes used in place of income. This may be because income information is not available (Winakor, 1960) or because expenditure is considered to be a more valid measure of economic status. As reported in the 1953 City Family Expenditure survey results the under-reporting bias is more severe for income information than it is for expenditure information. With the present data, very little difference was found when total expenditure was used as an independent variable compared to income. Clothing expenditure increased as total expenditure increased. The slope of the Engel curve or the marginal propensity to consume was .08.

An examination of the regression results of total expenditure with percent of total expenditure accounted for by clothing indicated that time accounted for a substantial amount of the variance. The findings were therefore again applied to the years separately. The pattern which emerged was similar to that which was found with income. As total expenditure increased, clothing expenditure increased. It should be noted that again the expenditure categories represented a restricted range.

FAMILY SIZE AND LIFE CYCLE

Family size was found to be important in explaining variance in clothing expenditure. Hassan and Johnson (1976) also emphasized the importance of this variable. The largest dollar expenditure was recorded by unattached individuals, followed by families composed of two adults. This is probably the result of "fewer monetary commitments in other areas" (Erickson, 1968) as well as a style of life which requires greater numbers of different types of garments. A steady decrease in per capita expenditure was noted as number of children increased. This finding reflects the lower unit cost of children's clothing. Winakor (1966) has noted the existence of "economies of scale" in clothing larger families; less is spent on clothing each child in a large family compared to each child in a small family. An important aspect of this is the handing down of garments from older to younger children. The lower per child clothing expenditure for larger families would seem however to be due primarily to a decrease in quantity as a certain quality of clothing is required to make handing down possible. Kunz (1970) found that children in large families did own fewer garments than those in small families.

The percentage of total expenditure accounted for by clothing increased as family size increased up to a nuclear family size including three children and then held steady for larger families. This seems to indicate that "economies of scale" become progressively more effective as family size increases beyond a certain level although the association of higher incomes with larger sized families must also be considered.

Family life cycle also affected clothing expenditure. The definition of the family life cycle categorization applied in the Urban Expenditure Studies is based on marital status, age of head of household and age of children. Age was an important factor when unattached individuals and couples with no children were considered. Individuals and couples in the below 45 age range displayed the highest clothing expenditures. This finding was probably due to a life style marked by a high degree of social activity. Individuals and couples in the 45-64 year age category were second highest in clothing expenditure while those aged 65 years and over displayed the lowest clothing expenditure of all the life cycle groups. Interestingly, within these latter two age groups it was the couples who displayed the greatest per capita expenditure, a finding which was in contrast to those less than 45 where unattached individuals had the larger clothing expenditure. This seems to indicate that within these

age ranges the activities which prompt spending for clothing are couple oriented. The relatively high dollar and percentage expenditure of 45-64 years old couples probably reflects the pattern of clothing expenditure associated with a contracting family stage. As grown children become financially self-supporting parents find they have more disposable income to spend on themselves. Clothing requirements are also intensified by the need to replenish depleted clothing inventories and provide for increased social activities. The low clothing expenditure by those over 65 years can be explained by decreased income and social involvement, and in some cases the additional complication of poor health. Among families with children, it was those with older dependent children (less than 16 years but none in the 0-4 years age range) who had the highest per capita expenditure as well as the highest percentage of total expenditure allotted to clothing. This pattern has been commented on by others (*Tate and Glisson, 1961, p. 101; Horn, 1975, p. 404*).

OCCUPATION AND WORKING STATUS

When occupation of the head of the household was considered those in managerial and self-employed capacities were found to have the highest per capita clothing expenditures. They were followed in turn by those in professional and technical, sales, and clerical career areas. The largest expenditure decrease between adjacent ranked categories occurred between clerical and services/recreation workers. This seemed to coincide with the white collar-blue collar occupational division as the remaining categories were in decreasing expenditure order: transportation and communication, craftsmen, laborers, not working. It has been found that white collar workers have larger inventories as well as spend more per unit compared to blue collar workers (*Tate and Glisson, 1961, p. 15*). The intimate connection which exists between occupation and income makes it extremely difficult to clearly discriminate the economic effects of occupation compared to the influence of non-economic factors.

The highest percentage clothing expenditure was claimed by sales personnel. A relatively lower income accompanied by a recognition of the importance of appearance in effective salesmanship is perhaps influential here. In decreasing rank, the order of the other white collar occupations was clerical, managerial and self-employed, professional and technical. This finding coincides favorably with *Linden's (1965a)* results. Laborers were second of all the occupational groups in percentage expenditure. This is probably a result of physically hard wear necessitating frequent re-

placement and the need for costly protective clothing, coupled with a generally lower income.

The working status of the wife of the head of the household affects clothing expenditure. Per capita expenditure where the wife is employed full-time averaged \$284.87 compared to \$217.40 for part-time employment and 179.97 where the wife is not employed. This seems reasonable in that working outside the home requires a larger wardrobe as well as providing more purchasing power. Interestingly, there is a larger proportionate increase in expenditure from the part-time to the full-time capacity of work (23.7%) than there is from being not employed to being employed part-time (17.2%). Factors operating here could be the greater likelihood that full time employment involves career status work towards which the individual may feel a greater commitment as well as providing a proportionately larger salary. General family structure and life style factors must also be considered. Minimal differences existed between the percentage of income spent on clothing for each employment status (8.7% for full-time; 8.6% for part-time; and 8.3% for not employed).

RESIDENCE LOCATION

When per capita clothing expenditure for a number of Canadian cities was considered the sequence for highest to lowest was Edmonton, Toronto, Montreal, Vancouver, Winnipeg, Halifax, St. John's. The order which appeared when percentage of total expenditure accounted for by clothing was examined was, in decreasing order, St. John's, Edmonton, Montreal, Winnipeg, Toronto, Halifax and Vancouver. Income, price, and climate variations are undoubtedly important in explaining these findings. Although they are less easily identifiable, such things as differences in fashion consciousness and style preferences should not be ignored. Because these variables are correlated among themselves as well as interconnected in terms of their influence when a particular city is considered, based on the present data it is not possible to elaborate further on these particular rankings.

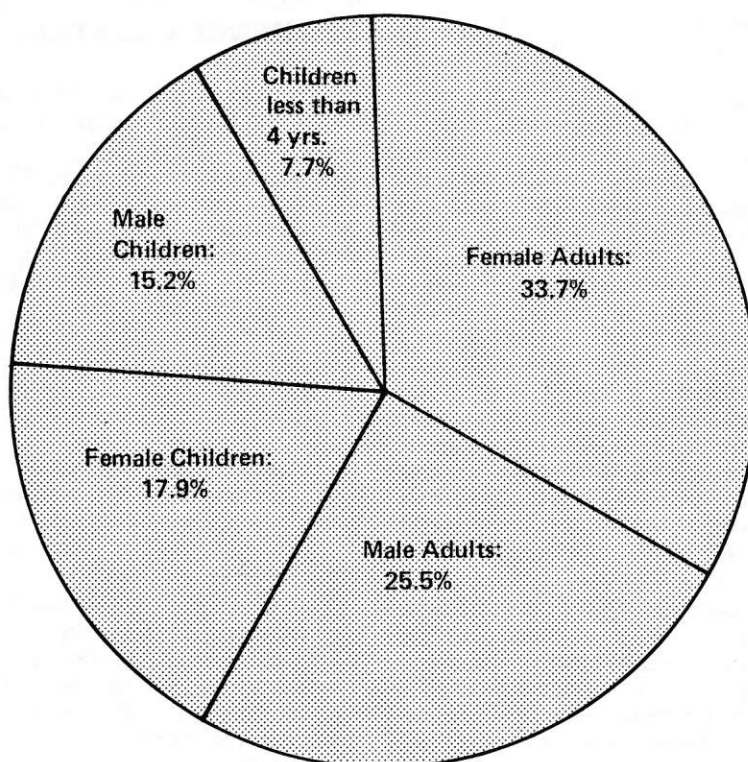
Less expenditure data is available for Canadian rural families than for urban families. The 1969 survey did include rural families and an expenditure survey of the families of farm operators was carried out in 1958. Results from both of these surveys indicate that per capita clothing expenditure is greater for urban families. This difference has been found to be a product of the ownership of a greater quantity and more expensive garments by urban families. (*Tate and Glisson, 1961, p. 14*). The greater likelihood that

urban women are employed outside the home and the more casual dress style which rural living permits are also associated with this difference. Interestingly, the gap between rural and urban spending has increased over time. In 1958, per capita rural clothing expenditure was 71% of urban expenditure, and in 1969 it was only 64%. This is contrary to what would be expected considering increasing rural incomes and highly developed rural-urban communication links. More data is required before an adequate interpretation can be attempted. The percentage of total expenditure accounted for by clothing is greater for rural families than it is for urban families. Over time, as rural income increases and family size becomes more similar, this difference is decreasing. In 1958 the difference in percentage expenditure between urban and rural families was 2.9% while in 1969 it was 1.6%.

AGE AND SEX

The effect of age on clothing expenditure has already been discussed with the life cycle variable. The age categories used in the surveys are quite broad and this limits the amount of information which can be derived from them. In terms of family clothing expenditure the largest amount went for female adult's clothing, followed in turn by male adults, female children (4 years to 14 or 15 years), male children, and children under four years (Figure 4). Females accounted for 51.6% of family clothing outlay while 40.7% went for male's clothing. This proportionate division varied very little over the 10 survey years. The range for men was 40-43% and for women, 50-52%.

Figure 4: DISTRIBUTION OF FAMILY CLOTHING EXPENDITURE



Age of head of household was one of the variables included in the regressions. As can be seen from Table 1, it contributed very little to accounting for the variance in either for the dependent variables. On the basis of similar findings, *Hassan and Johnson (1976)* suggest that age of the household head has poor validity as a life cycle indicator.

COMPOSITE RESULTS

Table 1 shows the r^2 values, or the total variance in the dependent variable accounted for by time and each independent variable. The very large r^2 values are to some degree the result of the use of averaged data which limits the degree of dispersion around the regression lines. The absolute r^2 values are therefore not particularly useful but it is interesting to look at them relatively.

In terms of per capita clothing expenditure, life cycle and family size had the largest r^2 values. This strong influence could be due to the many factors which are incorporated within them such as age, income, number of children, etc. Work and economic status variables were next in rank followed by city of residence. The relatively low r^2 value of age of head of household has already been mentioned.

When percentage of total expenditure for clothing was looked at, life cycle and family size r^2 values were of high rank order also. The higher relative rank of the employment factor compared to expenditure and income tend to indicate that they involve a number of components which affect percentage clothing expenditure rather than just being indicators of economic status.

CONCLUSION

This study represents an attempt to investigate clothing consumption in Canada and analyze some of the major factors which have influenced it over time. The description of clothing consumption trends was based on a statistical analysis of secondary clothing expenditure data. Due to the inherent limitations of the data, caution must be exercised in predicting and generalizing beyond it. This restraint is common with all data however and should not overshadow the usefulness and importance of analyzing the results of large scale data collection projects.

Clothing consumption was analyzed in terms of a number of social and economic factors. Within each factor, differences in clothing expenditure patterns were apparent, indicating that differences in life-style affect the clothing consumption decision process. Changes in clothing expenditure patterns over time tended to corres-

pond with more generalized social changes which, as well as affecting clothing consumption, has considerable influence on many other aspects of Canadian society.

FOOTNOTES

1. A set of graphs displaying category comparisons for each social variable is available from the author.
2. The author is grateful to A. Cousineau and M. Wall for their helpful comments on an earlier draft.

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Urban family expenditure, 1959, 1962, 1964, 1967, 1972.

Family expenditure in Canada, 1969.

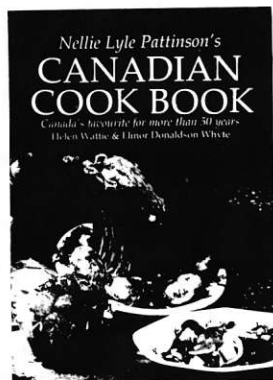
Farm family living expenditure, 1958.

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A Letter from a "Closet Home Economist"

Jennifer Welsh,
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In the past few months on sabbatical I have been going through mental contortions about how I should write this letter to the Canadian Home Economics Association. I thought of it at one point as a response to Eleanor Vaines' article "Does the Home Economics Profession in Canada Need a Values Task Force?" And at another time, I thought of submitting it as a report from the Professional Development Committee which I have been chairing since last year. But I have decided on this more personal and honest approach, and hope, therefore, to elicit more response from other home economists (closet or not).

I have been struggling in recent years with the fact of belonging to the home economics profession. I am usually embarrassed to admit it, and most often say I am a "nutritionist" if asked. To be a home economist I feel is to be viewed as academically inferior (or non-existent) and socially irresponsible. And I realize that while I have made non-specific efforts at dealing with this personal struggle (such as developing a course called Consumer Ecology in 1972, and encouraging the re-establishment of the Professional Development Committee in 1976) I have never really confronted it openly and directly as one is supposed to do in the 70's! The fact that so many home economists respond to issues concerning our "image" leads me to think I am not alone in this struggle, and so, for what mutual therapy might result, this is it . . .

When I think about the image of home economists, I must first admit that I only care about them because it reflects on me. And if I see a non-nutritious product being promoted to consumers by a person called a "home economist", I care — not so much for the nutrition of the consumer — but for my credibility and reputation as a home economist. This is an example I would like to pursue later when thinking about self-regulation of professions and protection of the consumer. But just now, I want to draw my image of a home economist — or more accurately, what I think people will think of me if I say I am one!

I would be seen as a "promoter of myths" — the myth of family, and the myth of government

and corporate paternalism.

First on the myth about family . . . it is no wonder that feminists think we are anti-feminist. It was stated at the IFHE Conference in Ottawa ('76) that we differ from feminists in that they are directed to improving the quality of life for **women**, and we are directed to improving the quality of life of **families**. I personally found this dichotomy easy to transcend in that I like to think my own ethic is more **humanistic**. The fact that we describe our profession as loyal to a social institution (the family), however, is bound to make the public sceptical. And coming from a home economist's mouth, the term is probably interpreted in its narrowest sense. In its narrowest sense, the family (mother, father and 2 children) only comprise 11% of the U.S. population. It is no wonder we are viewed by some as an anachronism. (Of course, I don't think we are, and that is why I am writing this.)

The term "family" seems limiting in so many ways — in implication and in reality. When I read "family" as a term in a paper by Howard Brody "The Systems View of Man: Implications for Medicine, Science and Ethics" *Perspectives in Biology and Medicine* 17: 71 - 92, 1973, I assume he means family in the broadest and most theoretical sense. It seems to be a credible term from his perspective as it is not laden with the value framework that was part of the history of home economics.

When I hear the term "family" in the context of home economics, I think someone is going to sell me a "package" of father, mother and two children, complete with instructions as to how I can conform to and meet the standards of career woman, nurturing mother, volunteer worker, loving wife, dutiful daughter and wise consumer . . . "Ours is not to reason why . . . ours is but to do or die" . . . and the home economist is there to tell you exactly how.

I'm not sure that there are very many of us who really do this. I trust there are very few . . . but the point is that we are still viewed as purveyors of these stereotyped ideals compete with "hints" for achieving them.

Regardless of the accuracy of this image, it does seem that the public is wise to be sceptical about a profession that professes loyalty to a social institution. If we are to develop a value framework for the profession, I would rather see institutions viewed as **means** to an end rather than an **end** in themselves. Like every profession (we are not unique in this), we have some mission to improve quality of life. I suggest that this is only credible if it is aimed at the level of the **individual** (consistent with a humanistic framework) and at the level of the **species** to ensure an ethical awareness over time — not at the level of a social institution.

We may study resources that are manipulated in a "family", or study the "family" environment itself, but surely our mission is loftier than to perpetuate this social institution. The sense of a combination of **science** and **mission** is common to professions. The mission, however, must be something loftier than the **subject** of study.

Clearly there are people who would argue that the social institution of the "family" is worthy of unquestioning loyalty. I do not argue with this on personal grounds, but as a value base for a profession, I find it embarrassing. In addition, any "loyalty" to family by home economists fully supports the accusation by feminists that WE ARE THE ENEMY . . . I would like to recommend that home economists read Engels' *The Origin of the Family, Private Property and the State* to understand why feminists are sceptical of the family as a social institution (and any profession that "pushes" it). It is an interesting examination of family as an institution that is not only oppressive toward women because it is so clearly male dominated at least in legal and economic terms, but also oppressive in that it is a tool of the class society. This latter concept is developed beautifully in a very readable book called *Captains of Consciousness* to which I will refer again later.

While many of us have experienced family as a source of love and security, we would be wise to shake this contented view with a more critical analytical perspective, not just in sociological terms, but in political and economic terms as well. If we are the ENEMY, we should at least understand WHY!

If I could put words in the feminists' mouths, I think they might say that we are socially irresponsible to assume naively that our "sisters" have consciously chosen their family roles and that we need only stand by with "household hints" for them. While we may be able to offer household management advice, we should also be helping people to realize quality of life in a broader sense and to trigger some "consciousness raising".

Real quality of life stems from a sense of dignity and self-reliance, not from paternalism from within the institution of the family, or from the government and large corporations.

I think our profession could be accused of too readily relying on the paternalism of governments and corporations, as well as the "father-family". And I think it is our own collective-consciousness that needs to be raised in this case. I do not wish to develop the feminist argument further as I think that would be missing the point. I would propose a humanistic value framework for home economics, and in this respect I think we must be acutely aware of paternalism in our institutions which acts as a negative force by reducing the individual's sense of autonomy.

As a profession we have much to offer to develop the individual's sense of autonomy and self-reliance. It is this potential that I find most inspiring and why I would like to "come out" as a home economist. As a profession, however, we are seen as being agents of those very powerful social forces that want to take away this control over self. I think we are viewed as a profession that perpetuates the mystique of experts, and entrusts individual well-being quite happily to the hands of "well-meaning government agencies". This is not surprising as so many of us work for government, as well as the service departments of corporations that purport to have only "consumer interests at heart".

A book portraying a healthy scepticism about corporate and government paternalism is *Captains of Consciousness* (Advertising and the Social Roots of Consumer Culture) by Stuart Ewen. It is number one on my reference list for consciousness raising for home economists to explain our low credibility in some circles. The concept of the family as primarily a consuming unit and puppet of the corporate patriarchs is well developed . . . and the chief "expert professional" coach in this business of consumption was the home economist. The evolution of the family and the roles of its members with the development of industrialization and mass advertising is worth reading. The author suggests that we (men and women) have all been successfully wooed by the offers of security from both government and corporations. And while many consumer groups and social scientists are now vehemently attacking this placid trust of the system, there appears to be a dearth of home economists on the side of "power to the individual".

Are we really puppets of the system? Sometimes I wonder when I hear condescending answers formulated to soothe the silly souls who dare to question governments about things like

regulations concerning chemicals in food. Sometimes I wonder whose side we are on when we condescend to consumers who wonder whether their environment is safe. As scientists, we may be able to determine to some degree of probability the extent of risks due to technology, but we must remember that every human being has the right to decide his own views on the **acceptability** of that risk. As professionals interested in increasing self-reliance and dignity, we must encourage individuals to decide for themselves what risks of technology they are willing to take, and not put down their challenges to government. Repeated abdication to decisions by "experts" is one of the symptoms of alienation in our society. If we really believe in improving quality of life, surely more home economists should be seen in the ranks of the activists who **promote** such questions.

Further on the "mystification of the expert", I suggest that home economists have some soul searching to do on the direction we take as a profession. The Professional Development Committee of CHEA was re-established last year with one of its interests being registration. The committee feels that its ultimate activity will be in the area of continuing education; however, we are currently occupied with the concerns surrounding the profession rather than the professional. Actually, I suspect the two are not far apart!

It seems ironical that at a time when professions generally are under attack for being elitist, we are considering registration to protect our ranks. Of course, the registration of a profession is designed to protect the consumer or client from quacks. But there is current sentiment to suggest that registration and self-regulation of professions serves more to protect the profession than the client. It would be ironical also if a profession that purports consumer interest were to struggle to take advantage of the professions game as it now stands. Personally, I am getting more interested in our "collective consciousness" than our collective legal status.

Referring back to an earlier paragraph about product promotion by "home economists", I have to wonder whether my reputation is "better protected" by "better policing" of the profession, or whether the more positive approach is consciousness-raising from within. I'm inclined to opt for the latter. As far as self-regulation is concerned as a means of protecting consumers, I think the viability of the process is already being loudly challenged.

There are increasingly several articles which criticize elitism and self-regulation within professions (see references 4 and 5). The justification

for self-regulation has had two main aspects in past. One is that in any profession there exists such a specialized body of knowledge that the consumer could not possibly judge the adequacy of the service (this is referred to as "mystique of the expert"). Secondly, it has been judged cheaper for governments to let professions regulate themselves rather than have suitable specialists do this policing. There is now, however, a clear trend towards increasing professional accountability, and I think we, as home economists, should be actively supporting it. At this point, as a profession, I tend to think we have more credibility because we do not have the "protection" of self-regulation. We are each accountable individually.

Concerning the "specialized body of knowledge" of home economics, I have a struggle again. In a speech to the students at the 1977 ACHES Conference, Bonnie Cornell pointed out that our discipline was one in which everyone has some knowledge. This is certainly a disadvantage in terms of traditional elitism, but in terms of relevance, we have much to offer! There is something exciting about a discipline that is focussing on **basic needs** in a time when resources appear to be depleted, our environments are being polluted, and our social institutions are floundering. This could be a real period of development for the field — more than the eras of teaching homemaking and wise consumerism — but really a period of challenging assumptions about basic needs, and the means of satisfying these needs.

I find our field very relevant to the issues about which I read today. And yet, while I know our "body of knowledge" is relevant, I think our politics as a profession is either embarrassingly non-existent or anachronistic. Maybe this is why I am a "closet home economist". I think we have a chance to have a "collective consciousness" that is really innovative among professions, but sometimes I feel my consciousness is all alone. If anyone understands what I'm saying, would you let me know?

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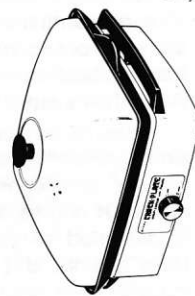
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Comportement Alimentaire Des Québécois

Resume et adapte
par
Suzanne Jerome

Resume de la conference donnee par Mme Bernice Mills-de Caen, dietetiste de l'Universite de Montreal, au profit des soirees culturelles du College Sophie Barrat (nov. 1976)

A — L'ALIMENT, SYMBOLE DE NOS VALEURS

L'invité des semaines précédentes étant M. Roger Champoux, Mme de Caen se situe dès le départ en posant la question:

Nutrition Et Gastronomie Sont-Ils Compatibles?

Oui, puisque l'aliment peut être à la fois **objet de plaisir et objet de raison**. Et dans notre société, en constante évolution, ce même aliment devient aussi **objet de changement**. Ceci, à cause d'une plus grande disponibilité, d'une abondance accrue, d'une technologie de plus en plus poussée, du commerce international, des transports améliorés, etc. Ne pensons qu'aux fruits exotiques dont nous disposons en tous temps, alors qu'autrefois l'orange était si rare qu'elle avait une place de choix dans le bas de Noël des enfants.

C'est surtout l'homme de la ville qui voit son comportement alimentaire changer à cause des transformations industrielles qu'on fait subir aux aliments, avec la conséquence que l'aliment manufacturé remplace de plus en plus l'aliment vrai. Notons aussi que le restaurant fait aujourd'hui partie de notre vie active, puisque nous y prenons facilement un repas sur trois, et les futurologues nous prédisent que dans cinq ans, nous en serons à un sur deux.

Pourtant il n'est pas si loin le temps où la famille se construisait autour du repas familial, la table servant de lien.

A l'heure actuelle, en moyenne, seulement trois repas par semaine se prennent en famille et durent environ vingt minutes chacun. De là, les efforts culinaires peu appréciés, engendrant des frustrations lesquelles, à leur tour, entraînent trop souvent la dégradation des mets.

Le nord-américain prend de moins en moins trois repas par jour, mais satisfait son appétit avec de multiples collations (il consomme en moyenne six (6) livres de ketchup par année).

B — LE JEUNE ET SES HABITUDES ALIMENTAIRES

Une enquête alimentaire au Québec dévoile que chez les étudiants du secondaire, 57% de l'ensemble déjeunent peu ou pas. 31% de ceux qui ne déjeunent pas accusent le manque de temps. 69% de ceux-là ne collationnent même pas le matin, restent dix-huit (18) heures sans manger, et plusieurs d'entre eux ne prennent que des calories vides.

6% ne dînent pas; parmi ceux qui dînent, 65% ne manquent pas de placer les pâtisseries à leur menu et 30%, des liqueurs douces.

C — COUP D'OEIL DANS LE PANIER AUX PROVISIONS

Depuis les années 50, le canadien consomme beaucoup plus de viande. En 1975, cent deux livres de boeuf en moyenne par tête. Cette denrée détient la première place dans le panier du consommateur totalisant 15% du montant de la facture.

La consommation du sucre grimpe (cent livres par tête en 1967). Ce qui nous vaut l'équation suivante:

+ de collation sucrées = plus de caries dentaires (avec le résultat que le peuple québécois est le plus édenté qui soit.)

Pendant ce temps, la consommation de produits laitiers est à la baisse.

Pour ce qui est de l'obésité, elle peut s'installer d'une façon sournoise, si l'on ne surveille pas son comportement alimentaire. Ainsi, un seul carré de beurre qu'on ajoute à sa diète ou cinquante (50) à cent (100) calories de plus par jour en un an nous donneront dix (10) livres, puisque trois mille cinq cents (3 500) calories sont environ l'équivalent d'une (1) livre.

L'enquête Nutrition-Canada déplore une insuffisance en protéines chez trop de femmes enceintes et chez des enfants de moins de cinq (5) ans, tandis qu'un nombre important d'hommes se trouvent carencés en thiamine.

Toujours d'après l'enquête, il semble que le

niveau de bonne ou mauvaise alimentation des canadiens ne soit pas influencé par l'échelle sociale, les saisons, la vie en milieu citadin ou urbain.

D — BIEN VIVRE OU BIEN MOURIR?

A voir combien les maladies du savoir vivre augmentent au Québec, on constate que le BIEN MOURIR L'EMPORTE SUR LE BIEN VIVRE.

On déplore qu'entre 5 et 35 ans, les deux principales causes de décès soient: l'accident et le suicide. Puisque des facteurs humains sont en cause, on s'interroge comment prévenir ces comportements chez les jeunes.

Chez les 35 à 40 ans, c'est la maladie coronaire qui bat la marche.

50% des décès chez les 35 à 70 ans découlent de la mauvaise condition cardiaque ou vasculaire, avec deux fois plus de décès chez les hommes que chez les femmes.

La table n'est pas seule en cause mais quand même, voyons-y, mesdames, si non l'homme est en voie de devenir une espèce rare . . .

Les chiffres sont éloquentes; cette année, 569 millions de dollars passent pour l'assurance maladie, avec 15% de plus que l'an dernier. Tandis que des experts prétendent qu'on réduirait les frais de 15% en combattant les maladies nutritionnelles par une meilleure alimentation.

Renoncer aux habitudes de vie qui ruinent la santé: cigarette, gras, sédentarité, stress, obésité, etc. impliquerait un ensemble de décisions susceptibles d'influencer favorablement le comportement et, par voie de conséquence, d'améliorer la qualité de vie.

E — C'EST AUJOURD'HUI QU'IL FAUT COMMENCER — OÙ? QUAND? COMMENT?

- D'abord à la maison avec le tout jeune enfant. Que d'obésités sont dues aux mauvaises habitudes acquises pendant l'enfance. Trop de mères suralimentent leur bébé, quand on sait que "gros bébé = gros adulte".
- A surveiller aussi la consommation de sel dont l'excès cause de l'hypertension, même chez l'enfant.
- Pour l'adolescent, souvent son bien-être physique et intellectuel est relié à la qualité de son alimentation.
- On ne préconisera jamais assez les efforts qui se font au niveau des cafétérias scolaires pour assurer aux étudiants des repas équilibrés, attrayants et à bon prix.

- A poursuivre aussi le retrait des machines distributrices d'aliments camelotes.
- A souhaiter que la mère qui travaille entraîne ses enfants à se bien nourrir en son absence, voie à leur procurer le nécessaire avant son départ.
- Diminuer la consommation de graisses saturées (présentes dans les aliments gras d'origine animale) aidant ainsi à contrôler les troubles dus au cholestérol sérique, l'hypertension, etc.
- Accroître son activité physique, celle-ci se faisant de plus en plus rare rend le cœur paresseux. Pratiquer une activité régulière et suffisante (les statistiques révèlent qu'on compte moins d'accidents cardiaques chez les facteurs que chez les commis des postes).

En guise de conclusion, nous dirons que c'est avant tout avec la médecine préventive que nous vaincrons les maladies du savoir vivre.

ADMINISTRATIVE POST

Faculty of Home Economics, University of Manitoba.

Applications are invited for the position of Head, Department of Family Studies. Candidates should have the following qualifications: Ph.D. or demonstrated equivalence in human development, family and/or family economics and management; demonstrated leadership and administrative abilities; competent college teaching record; and evidence of scholarly achievement. Candidates should possess an orientation to and appreciation of the role of Home Economics in the university and the community. A knowledge of Canadian conditions will be an asset. The Head reports to the Dean of the Faculty of Home Economics and is responsible for management of the Department and for leadership, co-ordination and participation in teaching, research and community service activities of the Department. Rank and salary will be commensurate with qualifications and experience. Position effective from July 1, 1978. Applications including academic credentials, resumé of professional and research qualifications and the names of at least three referees should be sent to Dr. Bruce E. McDonald, Dean, Faculty of Home Economics, University of Manitoba, Winnipeg, Manitoba. R3T 2N2. Further information and description of responsibilities are available on request.

Report of Families and the Economy Committee

by Shirley Myers, Chairperson

Canada, in 1978, enters into another period of economic change with the removal of the controls of the Anti Inflation Program. Because of the daily interface between the family system and the economic system and their mutual interdependence, economic change is of fundamental significance to the family. It is therefore essential for home economists to examine the implications of these changes for families.

Home economists are in a unique position to assist families through periods of economic change. Our understanding of the family and our competencies in family resource management make us well suited to guiding change in family economic behaviour.

The CHEA Families and the Economy Committee is directing its efforts towards members of the home economics profession. In its focus on the interface between families and the economy, the Committee is encouraging home economists to develop programs aimed at helping families understand and respond to economic change. To this end, members of the Committee have undertaken the following projects:

1. Preparation of an article for this issue of the Journal.
2. Promotion, among affiliated groups of CHEA, to plan a program for their members on families and the economy and further, to utilize the workbook, "Conversations About Economic Change," jointly presented by the AIB and CHEA.
3. Plan the program for one session at the 1978 CHEA Conference to tie together the conference theme, "Economic Change — Chance or Choice" and the focus of this Committee, "Families and the Economy."

RUSDEN STATE COLLEGE

HEAD OF DEPARTMENT DEPARTMENT OF HOME ECONOMICS

Rusden State College provides tertiary courses for secondary teacher preparation. The four year course in home economics education encompasses the areas of:

- Food and Nutrition
- Design, Textiles and Clothing
- Human Development
- Family Economics and Home Management.

The head of the Department of Home Economics will be expected to take responsibility for:

- The general administration of the department
- Curriculum planning
- Academic co-ordination of current programs and development of new programs
- Commitments to professional organizations
- Participation in College affairs.

QUALIFICATIONS and EXPERIENCE: A Ph.D. is required and at least one degree should be in home economics education. Teaching and administrative experience is necessary.

It is desirable that the appointee have had experience in the planning of higher education curricula in home economics and also in the teaching of home economics in schools.

Starting date: by negotiation.

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Further information relating to this position may be obtained from the Staffing Officer with whom written applications close on 28th April, 1978.

RUSDEN STATE COLLEGE
662 Blackburn road,
CLAYTON — Victoria 3168
AUSTRALIA

Happenings

Miss Hazel Sterns, former leader in home economics in Prince Edward Island died in April 1977. Miss Sterns was in the Garden of the Gulf Nursing Home at the time of her death.

* * * * *

Miss Glenda MacWilliam, a graduate student in Nutrition at the University of Alberta, recently won the 1977-78 Scholarship of the Elizabeth Cousins Large Memorial Trust Fund. Miss MacWilliam, a native of Charlottetown, graduated from the University of P.E.I. in May 1976 and last year completed a dietetic internship at the University of Alberta Hospital

* * * * *

Miss Ann Sullivan, a 1964 graduate from Saint Francis Xavier University, Antigonish, New Brunswick, is the recipient of the 2nd annual McCain Foods Award of \$1,000.00 for 1977. It is made to a CDA member who is undertaking graduate study in any area related to the profession of dietetics. Miss Sullivan is on the teaching staff of the Home Economics Department of Saint Francis Xavier University and is enrolled in the doctoral program in Human Nutrition at the University of British Columbia where she hopes to pursue research in areas of Community and Applied Nutrition.

* * * * *

February 27 to March 4, 1978 has been designated as **"Nutrition Week" in Manitoba**. The general objectives are:

1. To increase public awareness of good nutrition practices and thereby promote the usage of these practices.
2. To provide information on all aspects of nutrition to the general public and have resource persons and material available.

A nutrition fair in the Polo Park Shopping Centre will feature 10 booths sponsored by nutrition and food-related groups or companies. Home economists and teachers will be tying in their regular activities with nutrition week. A highlight of the week will be a "Celebrity Cook-off". One of the celebrities will be certain to draw a crowd — Bobby Hull of the Winnipeg Jets will be one the Cooks!

A mini-workshop on food additives will be held February 16, prior to Nutrition Week.

* * * * *

In 1928, the College of Home Economics, University of Saskatchewan, was officially established. To mark the **Golden Jubilee year** a homecoming celebration will be held May 19 and 20 at the Saskatoon campus. An interesting program has been planned and it is hoped as many alumni as possible will come to participate in this important event.

* * * * *

The Manitoba Home Economics Association is planning a continuing education workshop for March 20, 1978. "Fashion Exposé" will feature Leo Chevalier, Canada's most sought-after designer and Ray Winston, Executive Director of the Manitoba Fashion Institute. Mr. Chevalier will speak on "The Designer in Canada" and Mr. Winston on "The Apparel Industry in Canada". There also will be a series of slides featuring the latest fashions by Canadian designers as well as exhibits from local clothing manufacturers.

* * * * *

The P.E.I. Dietetics Association and the P.E.I. Department of Education jointly sponsored a **Nutrition and fitness workshop on October 3, 1977** with Dr. Zak Sabry and Mr. Peter Ellison. The P.E.I. Home Economics Association will be offering a workshop to association members in April, 1978.

* * * * *

The University of Prince Edward Island, Home Economics Department is currently working on a major nutrition study entitled **The Combined Influence of Nutrition Education on School Lunch Programs in the Junior High School System**.

* * * * *

Drs. Robin Orr and Mary Allen Mackey conducted a study of infant feeding practices in urban and rural Newfoundland over the summer with the assistance of eight students funded by a Young Canada Works Project grant. This study was designed to find out what information was given to new mothers, who gave it and what current practices were in order to design a comprehensive educational programme for both professionals and mothers.

* * * * *

January 17 saw the launching of a new book by Louise Lambert-Lagacé, Montreal dietitian and nutrition writer. **Menu de Santé** explains why and how to cut meat consumption, and boosts the inclusion of more vegetables, particularly fresh. an enjoyable, well-written book with interesting recipes, it is published by Les Editions de l'Homme at \$5.00

* * * * *

The January issue of **"The Consumer's Right to Know"** produced for Kraft Foods, features both home economics and nutrition education, as offered by the Protestant School Board of Greater Montreal. "Nutrition for Living was developed by a committee in 1974-75 led by Mrs. Margaret Wallace, Consultant in Home Economics and Service Occupations, P.S.B.G.M., and the present Quebec Director for CHEA.

* * * * *

As a part of the celebrations of the Sesquicentennial Year of the University of Toronto, the Household Science alumnae and the Faculty of Food Sciences sponsored a **"Nutrition Toronto" Symposium** on Saturday, November 5th, preceded by the annual Professor Edna W. Park Lecture. The guest speaker, Sally Henry, an honour graduate in Home Economics of the University of Toronto, a past president of both the CHEA and the Alumnae, and an elected member of the Governing Council of the University was the guest speaker. Her lecture on **Cereal — a Protein Food** was followed by a day-long symposium on Saturday which was attended by 550 registrants from Ontario, Quebec and the United States. The speakers were research scientists, dietitians and nutritionists, all specialists in their particular field. The symposium, contributed much to the understanding of the importance of nutrition in today's world.

* * * * *

1978 marks the 60th Anniversary of the Faculty of Home Economics at the University of Alberta. Celebrations and reunions are being planned for October.

* * * * *

The Alberta Home Economics Association will hold a one-day Conference in Red Deer on April 15th with the theme **"New Directions"**. The Conference is shorter this year so that AHEA members can also plan to attend the CHEA Conference in Calgary in July. The Calgary and District Home Economics Association carried out a

successful flea market in the fall to raise \$1,000.00 to help sponsor the opening night's reception at the CHEA '78 Conference. Members and executive of the AHEA assisted in the evaluation of the Federal Consumer & Corporate Affairs Department's "Food Talk Kit" which was done by CHEA in January. As well, AHEA sent some recommendations to the government on the entire Food Talk Program.

* * * * *

Quebec Association of Home Economics Educators organized a microwave oven workshop at the Annual Provincial Association Teachers' Convention in November 1977. L'Association de Diplômés en Economie Familiale held its annual conference at Trois Rivières at the end of October 1977, the theme being "Exploring new ways to improve professional Home Economics."

* * * * *

The **ACHES** held in Toronto, October 26-29, 1977 was a grand success. The theme, "Home Economics and the Media" is of current interest to all present and future home economists. There were workshops for audio-visual equipment, food photography, interviewing techniques and personal communications as well as panel discussions, demonstrations, a fashion show, fun events and of course the business meeting involving representatives from all the attending Canadian Universities.

* * * * *



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Your interest and inquiries are welcome at:

**CUSO Health - 20,
151 Slater Street,
Ottawa, Ontario.
K1P 5H5.**

Abstracts of Current Literature

Submitted by Sister Aboud M.Sc., St. Frances Xavier University, Antigonish, N.S.

Alcohol and liver disease

A. L. Viteri, M.D. and T. N. Tangedahl, M.D.
1977

Postgraduate Medicine, 61(5):184-189

The relationship between alcohol and liver disease usually evokes questions as to the role of alcohol in the disease process and why only some alcoholics develop irreversible liver disease.

Past research has usually attributed the dietary deficiencies associated with alcohol intake as the cause of the disease but more recent evidence shows that, even with adequate nutrition, alcohol can produce liver damage. However, secondary malnutrition can result from alcoholism due to indigestion and malabsorption or, because of the caloric value of alcohol, the decreased appetite for other nutrients.

Among the factors which may influence the development of irreversible liver damage are genetic predisposition, dietary intake associated with alcohol consumption, drinking patterns, and the duration and degree of alcohol abuse.

The liver metabolizes about 90% of alcohol absorbed oxidizing it to aldehyde, which is then converted to acetate. The most important enzyme in these reactions is alcohol dehydrogenase (ADH) which requires nicotinamide-adenine dinucleotide (NAD) as a cofactor, reduction of which increases the NADH/NAD ratio. This increased ratio favors the accumulation of triglycerides in the liver, the role of which in the more serious forms of liver disease is not understood. An adequate diet and abstinence from alcohol can effect mobilization of liver fat in four to six weeks in uncomplicated hepatic steatosis.

Alcoholic hepatitis may develop in about one-third of excessive drinkers most of whom have had heavy alcohol intake for at least five years. The inflammation may result in cirrhosis especially with continued alcohol intake. Nutritional replacement and supportive care are involved in alcoholic hepatitis therapy.

Individuals who have consumed alcoholic beverages for at least 10 years are prone to cirrhosis. Irrespective of nutritional status, the cirrhosis has been shown to be due to toxic effects

of alcohol. Adequate nutrition, salt restriction, supplements of vitamin B complex, and abstinence from alcohol are involved in the general treatment of cirrhosis. Liver biopsy is deemed necessary for a definitive diagnosis and to determine prognosis of alcoholic liver diseases.

Evidence thus shows that liver damage may be produced by alcohol, adequate nutrition notwithstanding, with the most important determinant being absolute intake. The injury to the organ includes fatty liver, hepatitis, and cirrhosis, confirmation of which depends on biopsy, and treatment for which includes nutritional and supportive care and abstinence from alcohol.

Nutritional evaluation of lentil protein

A. Majeed and Y. Chang

1977

The Indian Journal of Nutrition and Dietetics, 14:127

The importance of lentils in low-cost diets has been overlooked. Yet this foodstuff is rich in iron, riboflavin and thiamine and has a protein content double that of wheat and triple that of potatoes or rice. Since an acceptable method for supplementing protein without altering food habits drastically is to combine two or more protein containing foods in the diet, perhaps lentils may be used in this regard.

To study the nutritional value of lentil protein, 91 rats were fed various experimental diets. These diets were designed to examine (1) The effect of cooking on the nutritive value of lentils, (2) The effect of methionine supplementation at various levels of protein intake on the nutritive value of lentils, (3) The effect of supplementing with wheat, potatoes or rice on the nutritive value of lentils, (4) The utilization of lentil protein at various levels of protein intake. One diet, designated as a control, had lentil protein supplemented by casein.

Various criteria including growth response and protein efficiency ratio were used to assess the protein quality of lentils. Rats fed 40 per cent raw lentils supplemented with methionine showed the greatest weight gain and protein efficiency ratio of all the diets tested. Furthermore, rats fed the lentil-wheat or lentil-rice diets had weight gain and protein efficiency ratio similar to rats fed a casein diet. Since the nutritional value of lentils, although not improved with cooking, was improved by supplementing with methionine or by mixing lentils with other plant proteins, the authors suggested that mixed plant proteins should be recommended as substitutes for animal protein.

*The Flammability of Children's Sleepwear:
Evaluation of Selected Construction Features*
V. D. Ahrens
1977
Home Economics Research Journal, 5: 225-231

The research reported in this article was carried out on children's sleepwear to show specifically that flat fabrics which may indeed have passed a flammability test, have failed a similar test when a seam or other construction feature was added to them.

The prescriptions of the Flammable Fabrics Act (U.S.A.) require that both the fabric manufacturer and the manufacturer of sleepwear are responsible for testing the flammability of fabrics. This includes sleepwear from sizes 0 to 14. The reasoning behind this is that the flammability factor of the fabric or thread used in seams, trim, or other construction features may not possess a flame retardant finish and hence will nullify the fact that the base fabric has successfully passed a flammability test.

The fabrics used in this study were (a) cotton flannelette, both treated and untreated, (b) cotton print, both treated and untreated, (c) flannelette in a blend of 65 percent polyester and 35 percent cotton, untreated, (d) a tricot blend of 60 percent polyester and 40 percent flame retardant acetate, (e) an aramid batiste. The tests were carried out in accord with the Standards for Flammability of Children's sleepwear with emphasis on the construction variables, such as, self-fabric ruffles, embroidered trim, and edge-finished seams using three types of threads. A total of fifteen specimens were tested using a vertical test procedure. The fabrics were tested for the average char length, full burning, and the residual flame time. A set of fabric samples without any additional construction features was tested under similar conditions and used as a control.

In each of the tests the results showed a burning or residual flame time in excess of the permitted standards even in the treated fabrics. This was due to the use of one of the construction features previously mentioned.

These findings attest to the fact that despite the research that has been done to produce flame retardant fabrics, burn injuries still continue to be a problem due in large measure to the design components of the garments.

Is solar energy an answer?
G. F. Tully
1978
House Beautiful, 120: 64-65, 98

This article is one of several included in a special Energy Portfolio featured in a recent issue

of *House Beautiful*. The author, a specialist in solar design, presents simple descriptions and diagrams of the solar heating process and the systems currently developed for heating space, domestic hot water and swimming pools.

He describes the process as the collection of solar heat as it beams down from the sun's rays to a collector; and the system as the method by which the collected heat is stored and distributed throughout the house. Active and passive solar heating systems are described, with some discussion of the benefits and drawbacks of each. Solar cooling is briefly considered, as is the transformation of solar energy to electricity for purposes of home heating.

Because solar heating systems are so costly, potential users should give careful consideration to certain details of home site and design in the case of a home to be constructed and to the structural changes required for installation of a solar heating system in an already constructed home. The author suggests optimum conditions for efficient operation of a system and lists practical considerations regarding energy output, cost, and maintenance of the various systems available in the current market.

The article is interesting and informative. Persons interested in housing and home planning will find valuable information in the entire Energy Portfolio.

New evidence on price and product quality
George B. Sproles
1977

The Journal of Consumer Affairs, 11: 63-77

Investigations have shown that consumers subjectively perceive a price-quality relation across products but that this perception may vary by product categories and price ranges. This study investigates a substantive issue which has received limited attention and that is the degree to which there actually exists an objective relation between price and product quality.

To study this objective relationship between price and product quality, the researchers selected the quality ratings of competing consumer products provided in *Consumer Reports* and *Consumer's Research* magazine. From the review of these ratings, 135 products in five major product categories were selected for analysis. The five major product categories included small appliances, large appliances, sports equipment, tools, and home items. The prices used were the manufacturer's list price, and the mean prices and range of prices in each group of products were computed. As a final analysis mean prices for brands rated in the top

and bottom quartiles of quality of each group of products were computed. The author pointed out that while limitations are certainly present in comparative testing of products, it remains evident that the basic criteria used by product testing organizations for deriving the ratings of product quality have a positive degree of validity.

The overall findings indicated that a positive price-quality relation existed for 51 percent of the products analyzed. For 35 percent of the products no relation between price and quality was found. For 14 percent of the products a negative relation between price and quality was indicated.

When these overall results were broken down by the product categories a somewhat different picture emerged. For sports equipment 80 percent of the products appeared to offer a positive price-quality relation, while only 42 percent of large appliances (all costing over \$100) had such a relation. The remaining three categories differed from the overall findings only to a small degree, with the only major exception being the finding of no relation between price and quality for 43 percent of the small appliances analyzed.

The author concluded from his findings that the consumer's conventional wisdom of price-equals-quality suffers a challenge. Based on these results, consumers following the decision rule of price-equals-quality would perhaps make satisfying or maximizing decisions in over half of their choices. Many "bad" choices would also be made, with the worst ones occurring in approximately 10-20 percent of the purchases. Sproules also cautions the consumer that a price-quality relation which exists at a macro level may not be perfectly duplicated in any given local market.

The Helen M. McKercher Scholarship — \$1,000.

A scholarship established by the Federated Women's Institutes of Ontario, in recognition of Helen McKercher's outstanding contribution to extension education; awarded to a home economics graduate pursuing a recognized program in extension education.

Eligibility: Canadian citizen, resident in Ontario for at least five years, who is a graduate in home economics from a Canadian university.

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Book Reviews

Beginnings — A Book for Widows, by Betty Jane Wylie, McClelland and Stewart, Toronto, 1977; Pp. 144; Cloth \$7.95; Paper not available.

This book, as the title suggests, is intended to provide guidance and comfort to widows. The author succeeds in accomplishing this task very well. I would have no hesitation in recommending this book to anyone who has suffered the loss of a loved one.

Mrs. Wylie identifies the stages of grief as follows: (1) shock; (2) denial; (3) acceptance; and warns that to work through the whole process may take well over a year, with unpredictable relapses. For this reason, she recommends as few changes in life style as possible, such as moving to another dwelling or another city, in the first year following the death of a spouse. The author really lays it on the line to widows in emphasizing how hard it is to follow the "2-by-2 act", as a single, but she has some very practical suggestions for coping — such as buying three theatre tickets and inviting a couple to join you.

Mrs. Wylie uses a conversational style in her writing, making one feel she is speaking directly to "me". The style and the vocabulary level makes the book extremely suitable for the average person and should certainly be included on a reading list for any high school unit concerned with death and dying. An excellent, though not extensive, bibliography is included, as well as the titles and addresses of Canadian publications which would be useful to anyone settling an estate.

*Reviewed by Barbara MacDougall,
B.Sc. (H.Ec.), B.Ed., M.Sc.
Family Life Educator
Calgary Board of Education*

The Dollar-Saving Decorating Book, by Jose Wilson & Arthur Leaman, A.S.I.D., published by Doubleday (1977) Pp. 160, Price in cloth - \$11.50

This book offers a competent demonstration of the communication of decorating ideas. It was designed for the layman and should stimulate his or her imaginative capabilities.

The authors have analyzed the needs of the average consumer and direct themselves to the problems of scarcity of funds, lack of knowledge, scarcity of living space, lack of awareness of sources of information and service, as well as perennial mobility.

The "Dollar-Saving Decorating Book", does not offer a course in interior design, it simply describes the means and methods employed by a number of contemporary American decorators. The descriptive prose is minimal and photographs are the primary method of communication.

While one may disagree with the amount of detail used or the styles expressed within these interior environments, one must credit the ideas explored. The flexible approach to traditional design concepts should encourage rather than inhibit the novice but criticism will be levelled by the professional.

The sources and services listed are relative to the U.S.A., but should assist Canadian readers in their exploration of similar avenues in this country.

The temptation to overdecorate is well illustrated in "The Dollar-Saving Decorating Book", but the ideas themselves are communicated successfully.

*Reviewed by:
Shirley Urquhart (B.I.D., I.D.C.)
Regional Home Design Specialist
Alberta Agriculture*

The Right Diet: How To Choose It
by Bessie Dituri, M.D.

Optimum Publishing Company Limited,
Montreal, 1977 Pp. 243; Cloth \$12.95; paper, not available.

In the flood of diet and health books currently hitting the North American market, it is becoming increasingly rare to find any which are of true value in the often—controversial field of nutrition. If it is difficult for the trained, professional eye to sort out the "fads" from the "facts" then it is almost impossible for a gullible public to do so, especially in its blind desperation to seize on anything, however bizarre, which claims to take off excess pounds.

In "The Right Diet", Dr. Bessie Dituri has given both the layman and professional person an in-depth guide to the multi-faceted problems of overweight and its control. She has provided much valuable basic nutritional and medical information, together with an up-to-date assessment of all the past and current fad diets, miracle remedies, tricks and ripoffs that the public has been and still is subjected to.

The roles of physical exercise and behaviour modification are dealt with in great detail and the book includes an appendix of some length with tables of calorie, protein, mineral, and vitamin contents of foods.

The almost—vegetarian diet of “simple grains, fresh fruits and vegetables, dried beans and legumes and non-fat milk products” advocated by Dr. Dituri has some limitations however. Perhaps more emphasis and information on the various combinations of vegetable protein foods would have been advisable, since it is imperative in a vegetarian diet that the correct proportions of these be used to obtain the high-quality complete protein needed by the body.

Nevertheless, the book's main theme, in Dr. Dituri's own words is “The key to lifetime control of overweight is a change in food habits . . . a lifetime of suitable personal eating and a lifetime of suitable body activity,” and although the message is not new, it is sincere and makes sense.

Reviewed by Elizabeth Burton, Registered Dietary Technician; President, Dial-A-Dietitian, Calgary.

Now That You've Had Your Baby . . . ; Gideon G. Panter M.D. and Shirley Motter Linde, M.S.; Prentice-Hall, Inc.; 1977; Pp. 241; Paperback \$4.50

On the whole this book is disappointing. The author set out to tell new parents what to expect during the first few weeks and months after the delivery and homecoming of a new baby, and to a certain extent, this end is achieved. However, I found that the format of the book made it rather heavy going — the question and answer style of writing proved rather irritating when reading the book as a whole. This may not be the case if it is used as a reference book, and it has quite a detailed index to aid the reader. (Strangely enough, I picked out “stretch marks (stria)” to check the index and found not one reference to striae on the page indicated.)

Most of the information in this book is based on common sense, and as such can't be faulted, but I actively disagree with some of the authors' opinions and advice. For example, in order to help parents with the important decision of whether to circumcise or not, the authors state “the baby should probably watch his father and this should be your main rationale for choosing circumcision”. Their advice to push back the foreskin of an uncircumcised boy, at every diaper change, is against the present thinking of the majority of the medical profession, as is the comment that “home delivery is fine for normal pregnancies and deliveries”.

On the positive side, I enjoyed the emphasis on the importance of the husband to the well being and happiness of the new mother and baby. This theme runs throughout the whole book.

The chapter on breast feeding was quite well done, covering the majority of problems facing the new nursing mother. The authors mention the La Leche League but the advice they offer regarding breast feeding is their own and in fact runs contrary to La Leche philosophy in several important points. The most obvious example of this is the statement that nipple exercises are “unnecessary” and that nature ensures that the nipples are ready at the time of birth!

The post partum period is adequately covered in the chapters covering nutrition, exercises, “getting back to sex” and birth control. I was a little surprised to read that the authors feel that the birth control pill and breast feeding are compatible.

The concluding chapter “Childbirth without bankruptcy” is of little relevance to the Canadian reader. The section on ‘costs in Canada’ is pathetic — the only provinces mentioned are Nova Scotia and British Columbia and according to the authors “in British Columbia hospital beds cost one dollar a day”.

The glossary at the end, defining medical terms, is probably worthwhile to the lay reader. I think a bibliography would be a very useful addition to the book both for the reader and the reviewer. It would enable the latter to gain some impression of just how much research went into the book or whether it's purely the product of the authors' naturally biased opinion.

I wouldn't recommend this book to my pre-natal class.

Reviewed by:

Pat Gunton, M.D.

Instructor: PreNatal Classes

*Department of Continuing Education
Calgary Board of Education*

Nutrition in Pregnancy and Lactation. Worthington, B.S., J. Vermeersch and S. R. Williams; The C. V. Mosby Company; 1977; 223 pp., softcover \$7.30.

As the title suggests, the book deals with the nutrient needs during pregnancy and lactation. The particular strength of this book is the detailed discussion of the physiological changes during pregnancy and lactation. These are clearly related to the nutritional guidelines outlined. A fairly large chapter is devoted to assessment tools and counselling techniques to ensure that the scientific information is translated into practical, easy to understand terminology for the client. An entire chapter is devoted to the pregnant adolescent because of their special needs.

The book also covers epidemiological factors

associated with reproduction as well as an excellent review of the animal and human data related to the outcome of pregnancy.

The inclusion of the chapter on special conditions during pregnancy with a nutrition component is particularly valuable. Some of the conditions discussed are anemias, toxemia, diabetes and heart disease. The concluding chapters focus on preparation for pregnancy and nutritional considerations in family planning.

This book is a concise but comprehensive review of maternal nutrition. It is well written and presents the information in a logical order. The information contained in this book goes beyond what is normally covered in standard nutrition texts. The book is reliable and highly recommended for health professionals. It is a must for those involved in prenatal education.

Reviewed by:
Bretta Maloff
B.H.Ec., Dip. Nut., R.D.
Nutritionist
Calgary Local Board of Health

Nutrition in Infancy and Childhood; Pipes, P.L.; The C. V. Mosby Company, 1977; 205 pp. Softcover, \$6.85

This book successfully combines scientific and applied nutrition which makes for a very practical and useful reference text for health professionals, especially if they are involved in child health programs.

One-third of the book is devoted to relationships of nutrition to growth and development. One chapter explains nutrition concerns common to children such as energy balance, food allergies, dental caries, lactose malabsorption, dietary fats and salt intake. Four chapters were prepared by contributing authors. Miriam Lowenberg provided the chapter on "Development of Food Patterns in Young Children", in which techniques for establishing positive feeding habits are discussed. Three age groupings — infancy, infancy to adolescence, and adolescence — are considered.

Each chapter in the book contains an extensive bibliography which the reviewer found particularly valuable. The last two chapters were considered to be the most useful chapters in the book. One focuses on problems of the developmentally delayed child. The chapter included an excellent table which outlines nutritional problems, assessment techniques, and counselling suggestions. Many of these could be used for the normal child. The other chapter was on the behaviour management of feeding problems. Examples are given how behaviour management can be used to solve feeding problems.

About the only criticism which could be made is the lack of inclusion of any specific guidelines concerning the introduction of undiluted cow's milk and solid foods — both very common nutritional concerns. The author did attempt to relate the latter to physical and motor development but any conclusions are left up to the reader.

This book is highly recommended reading for child health professionals.

Reviewed by:
Bretta Maloff
B.H.Ec., Dip. Nut., R.D.
Nutritionist
Calgary Local Board of Health

Survival Handbook for Preschool Mothers, by Helen Wheeler Smith. Follett Publishing Company, Chicago, 1977; Pp. 140; paper \$4.95.

This handbook is written for busy mothers and other care givers. It is concise, easy to read and free of jargon: A mother can pick it up at spare moments and read one topic.

Ms. Smith deals with the preschool years in the three age groups: the first year, the child develops basic trust and learns that "I am"; the second year, he pushes toward autonomy and learns that "I can"; and third to fifth years, he practises initiative and asserts "I will". She examines the needs, issues, behaviours and some reasonable expectations of each age first and then offers some ideas for enhancing the child's development and the mother's coping skills. The last third of the book is devoted to brief explanations of intellectual development. She suggests stimulating activities using materials readily available in most homes.

The book's flaws are relatively minor. It could use an index. Can all mothers choose to stay home in the early years? She cites some questionable data to prove that individual attention raises I.Q. She occasionally suggests that mother hide her feelings.

The feeding section contains useful tips on handling mealtime conflicts, however the nutrition information is disastrous. The meal planning guide recommends 2 servings from each of 7 groups including: proteins, calcium, iron, starches, fats, natural sugars and refined sugars. The sources of protein, calcium and iron are poorly chosen. Vitamins are completely neglected and fruits and vegetables are mentioned only as sources of iron and calcium.

A diet lacking in protein, calcium, iron and vitamins could be selected following these guidelines. Two unreliable references are provided for further reading. Nutritious meals could

be much more easily planned using the Four Food Groups. The nutrition information in this book should be disregarded.

Despite these flaws, the book is useful daily with pre-schoolers.

Reviewed by:

*Nadine Vester, B.A., M.Ed. (Educational Psychology),
Family Living Specialist, Alberta Agriculture,
Home Economics & 4-H.*

Nutrition comments contributed by:

*Frances King, B.H.Ec., M.Sc. (Nutrition).
Ass't. Food & Nutrition Specialist, Alberta
Agriculture, Home Economics & 4-H.*

DIED On February 8, 1978

Marjorie J. Guilford, M.A., Assistant Dean Of
Home Economics University of Saskatchewan,
Saskatoon, Saskatchewan.

New Publications & Visuals

PUBLICATION	SOURCE	COST
CLIC's Legal Material Letter	CLIC 130 Rue Albert Street, Suite 508 OTTAWA, Ontario K1P 5G4	Free
<p>The Canadian Law Information Council is publishing a free monthly newsletter with a mandate to coordinate and improve the quality and delivery of legal information to lawyers, law schools, governments, the judiciary and general public.</p> <p>CLIC's Legal Materials Letter will include: Book Reviews and Articles on Legal Matters, Annotated Notices of New Canadian Legal Materials, Reports of Current Research in Progress and Forthcoming Publications.</p>		
Transition	Vanier Institute of the Family 151 Slater Street OTTAWA, Ontario K1P 5H3	Free
<p>The September issue of Transition contained Award and Celebration to Honour Schumacher, Creative TV for Tots and Parents, VIF Talks You May Want To Read, Publications and reports of survey projects that should be of particular interest to all generations of Canadian families. Transition is published five times per year in both English and French and would be of interest to anyone in the family life education field.</p>		
Meeting Changing Lifestyles	Association of Home Appliance Manufacturers 20 North Wacker Drive CHICAGO, Illinois 60606	\$1.00

This publication includes published proceedings from Meeting Changing Lifestyles, AHAM's 28th National Home Appliance Conference held in Louisville Oct. 7-8, 1976. It includes the latest information on developments both within and outside the appliance industry. Some of the papers presented and included in this copy are: Identifying Changing Lifestyles, Choosing Cooking Appliances for New Lifestyles, Consumer Expectations and Satisfaction with Oven Cleaning Options, Using Portable Appliances for Energy Conservation and How Changing Lifestyles Resulted in the Microwave Revolution.

**CAC - An Effective
Organization for Concerned
Canadians**

Consumer's Association of Canada
No. 801, 251 Laurier Ave., W.
OTTAWA, Ontario K1P 5Z7

\$8.00/yr.

This revised brochure includes information on History of CAC, Battles Fought and Won, and Continuing Programs. Membership to CAC is \$8.00/year which entitles members to receive six issues of the Canadian Consumer magazine.

**The Canadian Metric
QLConversion Handbook**

Available most bookstores
across Canada

\$1.45

This guide provides a handy, easy and accurate source of metric information. It includes a list of conversion tables, metric units, rules for writing metric symbols, quick metric conversion tables and comprehensive metric conversion tables. It is an excellent on-the-job reference book for everyone, containing easy to read tables and charts.

**Your Guide for Teaching
Money Management**

Money Mgmt. Institute
Household Finance Corporation of Canada
85 Bloor Street, East, TORONTO, Ontario
M4W 1B4

\$.50

Consumer educators will find the brand new edition of Your Guide For Teaching Money Management a most helpful teaching aid. Published by the Money Management Institute of Household Finance Corporation and reviewed by prominent educators in the U.S. and Canada, the guide can be used to develop a broad consumer economics program, to teach a single unit or to incorporate money management concepts into various subject matter areas. It is suitable for use with groups of different ages, incomes and ability levels.

Emphasizing economic principles related to individual and family finance; this 40 page booklet includes sections on values and goals, income, consumer purchasing decisions, consumer credit, savings, insurance, and investments and consumer rights and responsibilities. The numerous learning experiences and follow-up discussion questions that accompany each subject area will make the material come alive for students. Each topic also includes a listing of free or inexpensive resources for background information.

Home Canning Without Sugar

B.C. Tree Fruits Ltd.
"Sunshine Meals", KELOWNA, B.C.

Free

This free brochure includes information on the sugarless canning process, using sugar substitutes, acceptable substitutes and sugar saving tips for anyone planning to can without sugar. Write for this brochure if you are planning to do some home canning this summer.

**The Royal Bank of Canada
Monthly Newsletter**

Royal Bank of Canada, Head Office
P.O. Box 6001
MONTREAL, Quebec H3C 3A9

Free

A pertinent and timely newsletter has been published and distributed by the Royal Bank of Canada for some years now. Some educators might still not be aware of the availability of this newsletter. The October 1977 issue included an excellent article on Let's Preserve Family Life. Write to the above address if you wish to have your name placed on the mailing list.

All materials listed below are available in French or English free of charge for use by Home Economics teachers.

B.C. Seafood, P.O. Box 1500
Postal Station A
VANCOUVER, B.C. V6C 2P7

Free

LEAFLETS (maximum quantity per item: 150 copies)

Take a Can of B.C. Salmon

A dramatic, full colour cover is wrapped around eight pages of canned salmon recipes including sandwiches, salads, soups, loaves, casseroles, dips, canapes, skillet dishes, etc. All recipes stated in both Imperial and metric measures and temperatures.

Just Enough For One or Two

A special collection of ten canned salmon recipes that make "just enough for one or two" servings.

7 Easy Ways to Enjoy B.C. Fish

Illustrations and captions describe seven basic methods of preparing fish under three main headings: Dry Heat, Moist Heat, and Frying.

B.C. Canned Salmon — Feeds a Bunch

Twelve quantity recipes for canned salmon are presented on one handy recipe sheet. Selection includes main course dishes like Salmon Almond Casserole and Simple Salmon Loaf as well as hot and cold appetizers.

POSTERS (maximum quantity per item: 5 copies)

Canned Salmon in a Nutshell, (full colour, 15" x 22")

Describes Pacific Salmon species, nutritional values of canned salmon, and includes seven tempting, easy to prepare recipes.

**FILM
Metric**

Contact: Federal Dept. of Consumer &
Corporate Affairs Office
each province

Free

This fast moving 10 minute film was awarded a bronze medal at the 1977 International Consumers' Film Competition in Berlin, Germany. It was produced by the Federal Dept. of Consumer and Corporate Affairs and is very popular with consumer groups. Contact your provincial Consumer Consultants to book the film for your class, extension group or other consumer group.

What's New

By: Patricia S. Mascaluk

TELE-EXAM SAVES TIME AND TRAVEL

Sandy Wallick, supervisor of club Project Development, 4-H Branch, Home Economics and 4-H Division with Alberta Agriculture, has been a candidate for the degree of Master of Science in Home Economics Education at the University of Arizona in Tucson. Since 1971, the basic requirements include thirty graduate credits, completion of a thesis, plus a written and oral-defense exam.

In 1973, my husband came home and announced that he had accepted a position with the Alberta Research Council in Edmonton. I had not completed my degree requirements at that time, and decided to see my advisor about special arrangements. My advisor granted me permission to complete three courses at the University of Alberta, write my thesis (I had previously collected my data in Arizona), and use a conference telephone conversation to take my defense exam.

Substitution of a conference call from Edmonton to Tucson for the oral exam was the unique part of my degree. The conference call cost \$130 for a forty-five minute conversation while return air fair to Tucson would have totalled \$276. As I was working full-time for Alberta Agriculture when I took the exam, it was much more convenient than to take off three to four days to travel to Tucson.

A telephone conference call is a method whereby three or more telephones can be connected. In my situation, the telephone operator first called me, then switched on background music while she contacted the three members of my examination committee from the University of Arizona.

The first part of the telephone exam pertained to background information for the three committee members. They were extremely interested in my position with Alberta Agriculture and finding out about the life-style in a cold climate. The remainder of the forty-five minute conversation pertained to my thesis and the various methods and techniques used in collecting, assimilating, and analyzing the data.

I must admit that I certainly was nervous over that telephone ringing on August 7, 1977. However, now as I reflect, it was certainly the best way to take an exam when you were 1,500 miles from the University granting your degree.

MCDONALD'S RESTAURANTS OF CANADA LTD. OFFERS INFORMATION TO ASSIST DIABETICS

Diabetes affects over 200,000 Canadians and of these, at least 60,000 are children under the age of twenty.

McDonald's, in cooperation with the Canadian Diabetic Association, has wallet sized cards available simply for the asking at any McDonald's Restaurant.

The card lists the Canadian diabetic food exchange for all products served in any McDonald's. The exchange units for fruit, bread, meat and fat are outlined. This food exchange list, which provides a source of variety for the diabetic, was based on detailed product nutrient analysis plus the knowledge of McDonald's careful, uniform portion control. For example, a "Big Mac" contains 2½ units of bread, 3 units each of meat and fat, while an egg McMuffin has 2 units each of bread, meat and fat.

More and more Canadians are eating away from home. The psychological pleasure of eating in the company of friends is of great value — and there is no reason for diabetics not to share in the fun and food and still accommodate a meal to their specific diet plan.

The card also indicates foods diabetics should avoid such as fruit pies and shakes due to their sugar content.

For those interested in knowing the energy value of foods available at McDonald's, this useful card also lists the calories.

Do ask for this bright red card the next time you visit a McDonald's.

METRIC COOKING — COOKWARE/BAKEWARE

by: Joanne Bennet, Sector Plan Manager
Consumers, Home Economics & Retailing
(9.50)

In metric cooking, we will continue to measure and cook the way we always have — by volume. But, instead of fluid ounces we will use millilitres.

Cookware and bakeware will be measured by volume just as your cooking measures are. Small

utensils will be measured in millilitres and large pots and pans (1000 mL or more) in litres. Besides the capacity, the label will also tell you what the utensil is to be used for — its generic name. You will see labels that read "Saucepan - 500 mL" or "Cake Pan — 2 L". No more trying to calculate or remember how many fluid ounces or cups in a quart or, worse still, how many fluid ounces or cups in an 8-inch pan.

The sizes of utensils are not changing much from their present sizes so that you can continue to use your existing pots and pans with metric recipes. When you want to find out their sizes, metrically speaking, just use one of your liquid measures to fill your pot or pan with water. This will tell you how many millilitres or litres your utensils hold. For those who need detailed information on cookware and bakeware, the Cookware and Bakeware Sector (2.23) prepared — "A Metric Guide for Cookware and Bakeware" which was published by the Canadian Home Economics association. Single copies are available at \$2.00 each from:

*Canadian Home Economics Association
203, 151 Slater Street
OTTAWA, Ontario
K1P 5H3*

Ten copies may be purchased at a price of \$15.00. Payment should accompany all orders.

McGILLIVRAY RUST STAIN REMOVER FOR FABRICS & METALS

Rust in water is a common problem in rural areas across Canada. Numerous requests are received from householders as to how to remove rust from metals and fabrics. This recent product can be used for sinks, tubs, automobiles, etc. It is recommended that this product be applied over the rust stained area and allowed to stand for 10 minutes then go over with a brush and rinse. Very deep stains may require a second application.

To remove rust stains from fabrics, place a clean white cloth under the stained area. Saturate the stained area with this rust stain remover. Leave about 2 minutes. Then gently work into the fabric with finger or back of spoon. After 10 minutes rinse thoroughly or launder.

Eight fluid ounces — 227.3 mL retails at \$1.03 in Edmonton.

NEW CONTINUOUS ACTION AIR FRESHENER

This new continuous action air freshener has been introduced by S.C. Johnson & Son, Limited, Brantford, Canada.

This new air freshener has been added to the line of Glade Air Freshener which has been developed to help eliminate household odor problems. They are available in a wide variety of clean, natural scents.

The product is called Glade Solid and is designed to help eliminate persistent, low level background odours. The product is a gel, sealed into a decorative container with small openings on the front. These permit the contents to work and provide continuous control for background odours. The gel will slowly shrink to a small, dark core.

The simply designed packages are colour keyed to each scent and will fit unobstructively into almost any decor. Glade Solid comes in the following scents: Sunny Lemon, Cool Lime, Fresh Herbal, Early Spring and Rose Garden.

Glade Solid Air Freshener can be used in any room to provide a pleasantly-scented atmosphere. It can also be used in closets, campers, basements, attics or other closed areas where odours are a potential problem. Glade Solid is now available in Food, Drug, Variety and Department stores retailing for approximately 89¢ each.

Here's how Standard Brands new "Let's Bake Together" program can help you "go metric".

As part of its contribution to Canada's move to the Metric System, Standard Brands announces a new, comprehensive Metric Educational Program that encompasses the latest in baking technology and techniques; plus effective teaching aids to help you with metrics in the classroom. The

"Let's Bake Together" Metric Program has been researched and developed by a "Special Metric Educational Task Force" co-ordinated by Metric Media Inc. Its metric content has been approved by the Federal Metric Commission. Here's what the "Let's Bake Together" Metric Kit offers:

A 56 cm x 86 cm Classroom Wall Chart:
Back: Metric Information
Front: Yeast Information

Metric Baking Manual:
A 32 page, full colour Teacher/Student manual including Metric Recipes, product histories and suggested activities.

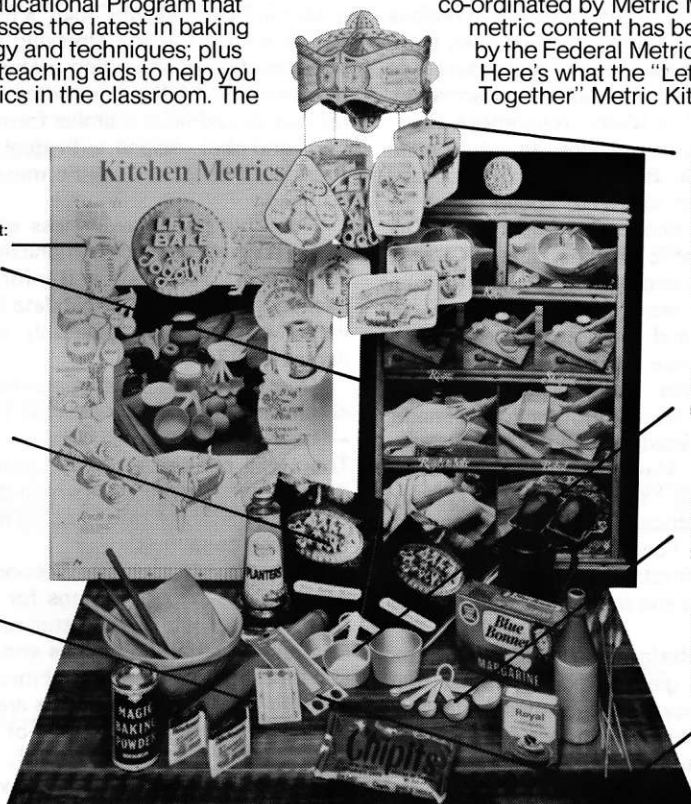
Metric Oven Decal

Metric Classroom Mobile:
Covers all four areas of metric for high visibility in the classroom—
Temperature ($^{\circ}\text{C}$),
Mass (kg), Volume (L),
Length (m).

Metric Dry Measures:
50 ml, 125 ml, 250 ml.

Metric Small Measures:
1 ml, 2 ml, 5 ml, 15 ml, 25 ml.

A Metric Cost Comparator:
Front: Metric Mass Measurements
Back: Metric Volume Measurements



The "Let's Bake Together" Metric Baking Aids Kit or any of its individual components may be obtained by submitting labels from sponsoring products and/or cash. In addition, Standard Brands presents the "Nutrition and You" program. Material content includes:

- ☐ A "Nutrition and You" Classroom Wall Chart
- ☐ A Family Fitness Booklet

For more information, please write:

Ms. Winnie Fafard
Special Co-ordinator
"Let's Bake Together" Metric Program
Standard Brands Food Company
550 Sherbrooke Street West
Montreal, P.Q.
H3A 1B9

THE METRIC COMMISSION
HAS GRANTED USE OF THE NATIONAL
SYMBOL FOR METRIC CONVERSION



*Standard Brands Canada
Limited*

METRIC UPDATE — RECIPES

Home economists have spent many long hours developing guidelines, press releases and testing new and revised recipes in metric measures to acquaint the general public with metric recipes through a public awareness campaign in March 1978. "Metric Recipe Month" was the real beginning of the transition to recipes written in metric only. During the next year, there will be an increased awareness of metric terms as related to both the kitchen and the supermarket.

Since July 1977, a Metric Awareness Committee met regularly to develop an information campaign for Metric Recipe Month. (Work on metric recipes began in 1975, spearheaded by our Canadian Home Economics Association. Our "Style Guide for Metric Recipes" and "A Metric Guide for Cookware and Bakeware" are the nucleus of information required by those who will develop, introduce and promote recipes.) Members of this committee included representatives from Canadian Home Economics Association, Grocery Products Manufacturers of Canada, Retail Council of Canada, Association of Canadian Advertisers, Media (daily newspaper, national magazine, television), Bakeware Manufacturers, Electrical & Electronic Manufacturers Association, Food Industry, Consumers' Association of Canada, Agriculture Canada, Environment Canada and the Federal Metric Commission.

The campaign designed by this committee dealt primarily with general recipes, rather than instructions and recipes on packages and labels. It was felt that introduction of these recipes could take place without waiting for the complete conversion of such things as retail scales, food packages and appliances.

In keeping with the policy of the Metric Commission, the technique of "Informing the Informers" was employed. An information release was sent to those involved in developing, publishing and promoting recipes: advertising agencies, industry, government, consumer and community groups, educational institutions, food writers and editors, and broadcasters. It was intended that these groups be made aware of the March 1978 date as a focus for the introduction of metric recipes. This release was followed by more

detailed resource material, which they would require in order that all use the same general format for metric recipes.

As well, the metric committee of the Canadian Home Economics Association sent out a metric press release to all media across Canada for use in Metric Recipe Month. Also, a memo went to all HEIB's across Canada stressing pertinent points to remember when writing metric recipes. It was the intention of the committee that, ideally, all recipes should have a similar format and information, and that recipes with dual ingredient lists (that is, imperial and metric measures both) **not** be used.

Now that public awareness of metric recipes has been instigated, the emphasis will change to converting instructions and information of food packages and labels. Target date for metric directions and metric recipes only on packages is January 1979.

One of the greatest concerns of the metric committee is the lack of metric recipes available — now — to the consumer and to the student. There will not be any great desire to purchase metric measures and learn metric terms until there is a variety of good, tested metric recipes to tempt the consumer.

Each of you as home economists can do a great deal of public relations for our association by becoming involved in metric recipe awareness. Reassurance that old recipes and cookbooks will still be used with old Imperial measures is important. Stress that metric recipes are a new addition to recipe collections. Methods of cooking remain the same, only new sets of dry and small measures and a liquid measure will be necessary for metric cooking.

Your positive attitude and enthusiasm for the convenience of metric recipes can make all the difference to consumers and students that you contact, to executives and advertisers in industry, and through media releases and interviews that involve you. We're counting on you!



CANADIAN HOME ECONOMICS ASSOCIATION

#203, 151 Slater Street, Ottawa, Ontario K1P 5H3

APPLICATION FOR MEMBERSHIP

Please Print in block letters

I PERSONAL DATA: Check preferred mailing address: Home ☐ Employment ☐

- ☐ Miss ☐ Mr.
☐ Mrs. ☐ Dr.
☐ Sr. ☐ Ms.

Last Name

First Name and Initial

Maiden Name (if applicable)

HOME ADDRESS

Phone

City

Province

Postal Code

EMPLOYMENT
ADDRESS

Phone

City

Province

Postal Code

PRESENT POSITION

II EDUCATION

University, College or School Attended Include
Name and Address of Director of Home Economics

Duration of
Study

Major

Degree or Diploma
received

Date

III HAVE YOU HELD PREVIOUS MEMBERSHIP IN C.H.E.A.?

Yes ☐ No ☐

IV PRESENT OCCUPATION — please check Sections A and B (one category in Section A) This information is required for the Membership Directory

A ☐ Business

☐ Graduate Student

B ☐ university

☐ consumer studies

☐ Dietitian

☐ Homemaker

☐ post secondary

☐ equipment

☐ Educator

☐ Nutritionist

☐ secondary school

☐ family studies

☐ Extension

☐ Social Worker

☐ primary school

☐ food

☐ Government

☐ Other

☐ supervisor

☐ hospital

☐ communications

☐ textiles

V ☐ Cheque ☐ Money Order ☐ enclosed in the amount of \$

Date

Signature

CONDITIONS OF MEMBERSHIP OVER

CONDITIONS OF MEMBERSHIP

Membership Classes

There are five classes of membership: active including life, associate, student, reserve and honorary.

Active Members

1. Active membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:
 - a. a degree in Home Economics from a recognized university, or
 - b. a degree in a related field from a recognized university who by interest and activity serves the goals of the Association or,
 - c. was a member in good standing of the unincorporated body known as the Canadian Home Economics Association at the time of the incorporation of the Association and who maintains continuous membership in good standing of this Association.
 - d. The Board of Directors may grant active membership to one who, after five years of associate membership in the Association, is deemed to have made an active contribution to the Association or the profession.
2. An individual who has had continuous active membership for at least ten years immediately prior to applying for life membership may become a life member subject to the approval of the Board of Directors.
3. An active member, in recognition of outstanding contribution to the Association over a period of years, may be awarded a special honorary life membership, subject to the approval of the Board of Directors.

Associate Members

Associate membership shall be limited to individuals with the following qualifications whose application is approved by the Board of Directors:

A secondary school certificate and:

- a. a Home Economics diploma granted by a recognized college or School of Technology after two years of successful study, or
- b. a provincial Home Economics teacher's certificate, or
- c. a provincial teacher's certificate with additional training in Home Economics equivalent to at least one year of successful study.

Student Members

Student membership shall be granted to a person enrolled in a *full-time* undergraduate program at any Canadian university, faculty, college, school or department which is eligible to send voting delegates to the A.C.H.E.S. convention.

Reserve Members

Reserve membership may be granted on application to the Board of Directors to those who qualify as active or associate members, and who are now:

- a. graduate students enrolled in full-time post graduate study in home economics or a related field for a minimum of six months of the membership year May 1 - April 30.
- b. home economists employed on an average of less than 10 hours per week.
- c. retired.

Honorary Members:

Honorary membership is granted by unanimous vote of the Board of Directors to a non-member who has rendered exceptional service to the field of home economics.

FEES — Active and Associate members (annual)	\$ 50.00
Life Membership	750.00
Student members (annual)	15.00
Reserve members (annual)	25.00
Membership includes \$12.00 subscription to the Canadian Home Economics Journal published July, October, January and April.	
Membership year ends April 30.	

MOVING? NAME CHANGE?

If you are moving or changing your name, be sure to advise the CHEA. Attach the mailing address label from your current Journal in the space below and send the form to C.H.E.A. six weeks in advance of your move.

Attach Mailing
Label
Here

Mail to: C.H.E.A., 203 Burnside Bldg., 151 Slater St., Ottawa, Ontario. K1P 5H3

NAME

NEW ADDRESS

CITY PROVINCE POSTAL CODE

TELEPHONE INCLUDING AREA CODE

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EDMONTON 1978

The XI Commonwealth Games

More than 2,000 athletes and officials from all over the Commonwealth will be converging on Edmonton next summer to participate in the XI Commonwealth Games, which will be taking place August 3-12.

With a capital construction budget set at \$36 million, and thousands of visitors expected from every part of Canada as well as from countries around the world, the Games will be the biggest spectacle ever held in Alberta, and one of the largest sports extravaganzas ever held in Canada.

To date, 37 countries from the Commonwealth Games Federation's 48 member nations have accepted invitations to attend the Games.

In addition, two non-member nations, the Turks and Caicos Islands and St. Kitts, have applied for membership in the Games Federation. If accepted in time, they too will send teams to Edmonton in August.

This total includes six of the 13 black African nations belonging to the Commonwealth, and Dr. Maury Van Vliet, president of the Games Organizing Committee, has said he believes all 13 will participate in the Games.

Tickets for the Games went on sale August 3, with more than 715,000 available. As of January 6, 277,000 tickets, representing \$2.7 million in value, had been sold.

The capital construction program, which is being conducted by the City of Edmonton, will provide five new facilities for the City which will be available to the public after the Games have been completed.

The largest item on the list is the Commonwealth Stadium, with a pricetag of \$20.9 million. The \$8.6 million Commonwealth Aquatic Centre, the \$901,000 Strathcona ranges, \$680,000 Argyll Velodrome, and the \$505,000 Coronation Greens are the other venues that have been built as part of the program.

The velodrome, bowling greens and shooting range have all been completed. In fact, Coronation Greens and the Argyll Velodrome have already hosted Canadian championships in their respective sports. The shooting range is virtually completed, but the facilities will not be open until all the necessary equipment has been installed. All construction is on schedule and well within budget.

The largest venue, Commonwealth Stadium is nearing completion. Its 400 m track is made of the synthetic running surface ProTurf, and the infield will consist entirely of natural grass. The stadium will seat a capacity of 42,500.

The pool complex is ready to go. The official opening took place December 2. There are four

pools in the complex: an eight-lane, 50-metre competition pool; a six-lane, 50-metre pool that can be divided in half by a portable bulkhead for water polo; a 16-metre-deep diving tank complete with surface bubbler, and a hydrotherapy tank. Seating for the Games will be 4,700. The total water surface is just one per cent smaller than the Olympic pool in Montreal.

As part of the plan to keep construction costs for the Games to a minimum, several sports will take place in already-existing venues.

The Athletes' Village will also take advantage of the first-rate University of Alberta facilities, this time Lister Hall, the main student residence.

Among the thousands of visitors to Edmonton during the Games, the most important will be the Queen, who has been invited to attend.

As a part of the opening ceremonies, the Queen's message will be read. The ceremonies will combine ceremony and spectacle. The many elements of the Opening Ceremonies will include the arrival of the first baton, the Queen's message, a display involving 700 school-age performers and 250 Indian performers, and the march in of the athletes.

The Games in Edmonton will mark the third time the Commonwealth Games have been held in Canada. Previously they were staged in Hamilton, Ont. in 1930 and Vancouver, B.C. in 1954. The Edmonton Games will not only be the XIth Games, but will also serve as the occasion on which the 50th anniversary of the Games is celebrated.

There will be eleven sports — ten competition events and one demonstration sport, lacrosse. The sports contested at the Games will be athletics, badminton, boxing, bowls, cycling, gymnastics, shooting, swimming and diving, weightlifting, and wrestling.

Canadian athletes will be hoping to improve upon their showing at the last Games, held in Christchurch, New Zealand, where they collected a total of 25 gold medals, 20 silver, and 17 bronze. The bulk of the medals were earned by the Canadian swimmers and divers, who amassed 11 golds, 13 silver, and 9 bronze medals.

Visitors to Edmonton during the Games should not have any problems with accommodations. Hotel and motel spaces total 5,200, dormitory beds number 1,000, and there are more than 6,000 campsites including overflows in and around Edmonton.

Edmonton will have one more new feature come next August. The new rapid transit system is just about completed, and will be operational for the Games next August.